



About Fanscape

Fanscape is the leading Social Media Marketing Agency with 12 years of experience helping clients reach and activate consumers to foster Digital WOM, brand awareness and positive engagement.

Fanscape's online influencer marketing experts have an in-depth understanding of niche audiences and consumer behaviors across the Web. We provide highly measurable, earned media strategies for major corporations and leading gaming, automotive, CPG, entertainment, CE, tech and travel companies.

We are a Social Media Marketing agency where 100% of our focus is on Digital Word-of-Mouth marketing. Our mission is to lead the field of Digital Word of Mouth and Social Media Marketing, develop innovative and creative methods of inspiring WOM conversations, foster positive sentiment for our clients, provide detailed measurement and analysis, generate the highest Return on Investment (ROI) possible and listen, educate and activate consumers.

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Services

- Social Consulting, Strategy, and Planning
- Fan & Influencer Outreach
- Site & Blog Integrations and Promotions
- Knowledge Marketplace
- Conversation Monitoring & Consumer Feedback
- Digital Content Distribution
- Social Network Loyalty, & Engagement
- Digital Reporting, Metrics, & Analytics
- Social Tools & Emerging Technologies

Clients





GameStop
power to the players



GameStopCorp
Seasons Tweetings

Fanscape Generates 13,000 Mentions and Collects Over 34,000 Clicks on Tweeted Content

Challenge

Develop a holiday promotion for GameStop that communicated the retailer's various holiday-friendly value propositions, extended GameStop's reach to core gamers and broad audience, and increased GameStop's Twitter account followers to positively affect their social CRM

Execution

Fanscape ideated, developed and maintained an extensive holiday promotional program around the GameStop Twitter account, coined *Seasons Tweetings*. Daily tweets asked questions, encouraged retweeting and sent followers on scavenger hunts for chances to win daily prizes. The Fanscape team also partnered with a variety of bloggers to drive awareness around the Twitter program and products on GameStop.com

Results

- Drove a cumulative CTR of 1.9% - nearly 2 times Twitter CTR benchmark of 0.9%
- Outperformed competitive retailers Best Buy, Amazon, and Walmart in Twitter follower growth during the holiday season with more than **4X** more new followers
- Increased followers by 19% (+5,623 followers)
- Doubled daily average of new Twitter followers
- Twitter Rank jumped +1,911 spots



Fanscape Sparks WOM & Leads Contestant Social Media Training to Boost Buzz & Participation

Challenge

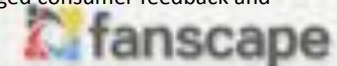
Drive online awareness and consumer engagement around the Director of Fandemonium campaign & consumer-facing sweepstakes

Execution

Fanscape negotiated highly-targeted placements across strategically chosen sites, such as [Packer Chatters](#), [Broncos Zone](#), [Pop Culture Madness](#), [Examiner.com](#), and more. The team conducted a Social Media group tutorial for the 32 DOF candidates and held individual, in person Social Media training with the last round of finalists to expand the reach of the contestants online, and to get consumers and finalists supporters invested on a personal level

Results

- Secured over 240 placements across highly targeted and niche sports fan sites, blogs and forums, exceeding goal by 34%
- Reached over 3.7 million highly targeted consumers from an audience of 41.67 million, exceeding goal by 67%
- Contributed to increasing this year's Monster.com DOF promotion by 4 times over the previous year
- Helped generate nearly 89% more entries to this year's Monster DOF competition than last year's program
- Garnered over 1,900 instances of engaged consumer feedback and interactions



CASE STUDY

CASE STUDY



Fanscape Helps State Farm's OK Go Video Become #1 Rated Music Video of All Time on YouTube

Challenge

Create awareness, buzz and excitement around the State Farm video content package (OK Go video, band interviews, behind the scene footage, and any additional content) among young adults and digitally activate State Farm's "Being There" position with this audience

Execution

Fanscape secured highly targeted homepage and featured placements across active and relevant music and entertainment sites. Fanscape negotiated with top/relevant music sites like [Absolute Punk](#), [Rolling Stone](#), [AOL Spinner](#) and [ShockHound](#) to each feature a unique exclusive clip. Fanscape also coordinated interviews with Damian and Tim from OK Go on a number of music and entertainment sites

Results

- Garnered 9.8 million video views
- Reached over 24 million targeted unique consumers
- Secured over 540 placements across top-tier and niche music and entertainment
- Sparked high level of interaction on YouTube including over 12,000 comments, "favorited" over 103,000 times and rated over 45,000 times
- Featured on homepage of Yahoo.com and Digg.com reaching over 140 million unique visitors across these two sites



Fanscape Helps Hilton Become the Second Most Mentioned Team USA Sponsor

Challenge

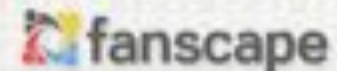
Generate major buzz and excitement around Hilton's sponsorship of Team USA for the 2010 Winter Olympics, while driving entries to the Official Guest of Team USA Sweepstakes

Execution

To drive traffic and awareness around Hilton Worldwide's 2010 Winter Olympic Sponsorship and sweepstakes, Fanscape identified and targeted specific audiences most likely to engage with the promotion – those consumers interested in the Olympics, Winter Sports and Fans of Team USA Athletes. Fanscape reached out on the places where these consumers reside – blogs, forums, fan sites and Olympic related sites. Fanscape also leveraged the highly-desirable prize package to encourage entries via contest and sweepstakes channels

Results

- Reach over 681,000 targeted unique consumers
- Increased Hilton's Share of Voice by nearly 30%
- Garnered over 5,900 pieces of consumer feedback & interactions
- Contributed to a 21% increase in Twitter followers
- Received over 4,700 engaged comments on blog placements
- Secured 206 placements on sites, communities and message boards



CASE STUDY

CASE STUDY



Kodak



Fanscape Delivers a Reach of Over 2 Million Consumers with Editorial Placements Reaching the Top of Google

Challenge

The goal was to create top of mind presence for Kodak Gallery consumers and to generate buzz and awareness among the target audience around the launch of Kodak Gallery's Mom-A-Thon Million Card Giveaway, driving users to dedicated site

Execution

Placements were secured across relevant mommy and entertainment sites and blogs. The team also leveraged the familiarity of Florence Henderson and secured video and editorial placement on top *Brady Bunch* site [Brady World](#). Securing editorial placement on [PopCultureMadness.com](#) resulted in the Top Position for the Google search "KODAK Mom-A-Thon" and the editorial hit on [HeyItsFree.com](#) was one of the top results on the first page of a Google Search for the phrase "free Kodak photo card"

Results

- Delivered a reach of over 2 million consumers, 103% above campaign goals
- Created targeted buzz and awareness around Kodak Gallery's Mom-A-Thon Million Card Giveaway and contributed toward the over 50,000 cards that were created at the KODAK Gallery online
- Secured placements across relevant mommy and entertainment sites and blogs such as [Island Life](#), [All Hail Queen Mommy](#), [Mom 4 Life](#), and [Pop Culture Madness](#)



Fanscape Reaches 4.9 Million Targeted Consumers Helping Increase Participation in Crash the Super Bowl 112% YOY

Challenge

Fanscape was charged with generating online excitement and participation as well as directing traffic and entries to the [CrashTheSuperBowl.com](#) site

Execution

Fanscape's team of digital specialists capitalized on consumers' interest in amateur filmmaking, entertainment and football to surround the digital landscape with the CTSB message reaching out to Facebook groups like [NYU Grad Film](#), and securing placements on influential sites such as [FunnyOrDie.com](#), and [StudentFilms.com](#)

Results

- Secured over 80 placements across all outreach tactics
- Aided in delivering over 4,000 entries to the contest, exceeding the brand's benchmark of 1,900 unique entries the previous year.
- Increased conversational mentions of "Doritos" and "Crash the Super Bowl" by 11 times between September 2009 and mid-November 2009, as compared to the same time period in 2008.
- Facebook outreach contributed to driving over 27,000 direct clicks to the [CrashTheSuperBowl.com](#) contest page.

