



## Kimberly Clark: Seeding a Viral Campaign Case Study

Kimberly-Clark - parent company of such brands as Kleenex, Huggies and Viva - and Omnicom-owned TracyLocke, engaged Gigya to jumpstart Kimberly-Clark's "Room-a-Day Giveaway" promotion on ABC's The View. TraceyLocke developed a highly interactive widget that allowed viewers to enter the Room-A-Day Sweepstakes while being entertained by Kimberly-Clark products dancing in venues like Times Square and Abbey Road. The company's goal was to drive contest entries and pass-alongs of the widget among the moms who Kimberly-Clark targets, and who are the View's primary audience.

The agency leveraged Gigya's Wildfire platform-making it easy for users to grab and share the widget-and seeded the campaign through a media buy on Gigya's widget distribution network.

### Campaign Result:

Gigya seeded the campaign in conjunction with a national campaign, getting the widget and contest entry forms into the hands of thousands of moms.

"For a brand like Kimberly Clark, the integrity of their brand experience is paramount. The consumer conversation in social media with Generation X moms was a new audience goal for us. The use of Gigya's network helped us architect a conversation with women using social networks. The agency partnership with Gigya made the creation of the Kimberly-Clark Widget easy and accessible across all social media platforms. Our choice to use Wildfire was due in part to Gigya's consumer-centric approach to social media. Their approach facilitated more installs from our audience than other technologies would have provided. We could not have asked for a better technology and analytics partner with a widget platform (Wildfire) and ad network (Gigya). Gigya's technology spelled success for our 'BIG IDEA' and in the process we did what we set out to do - create new consumers for Kimberly Clark."

Joanna Peña-Bickley  
(Former VP, Interactive  
TracyLocke)  
SVP, Executive Creative  
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