



## **CASE STUDY: DANNON ACTIVIA**

8/01/2011

sales@foodieblogroll.com  
(802) 851-7471

# FOODIE BLOGROLL — CASE STUDY — DANNON ACTIVIA PROMOTION

## Goal:

Create awareness about the new Dannon Activia Greek Yogurt flavors and the FREE coupon offer on Facebook.

## Execution:

Foodie Blogroll created a product sampling promotion augmented by IAB display ads.

Foodie Blogroll engaged our most influential bloggers matching keywords and geo-targeting criterias specific to this campaign to spread the word about the Dannon Activia Free coupon offer on their blog and social media. Keyword included 'deserts', 'sports', 'mom' and 'healthy'. Candidate bloggers were invited to participate in the promotion. Dannon was given the option to approve the blogger participants list. Bloggers who accepted our invitation were provided with assets to be used to write their blog post and also spread the word on Twitter and Facebook. Bloggers also received a FREE downloadable coupon themselves to obtain a sample of the product to aid in writing their post.

## Period:

July/August 2011

# FOODIE BLOGROLL — CASE STUDY — DANNON ACTIVIA PROMOTION - RESULTS

## Activity Generated :

- **100 participants**
- Resulting blog posts: **139**
- Resulting Tweets: **160**
- Resulting Facebook activity: **132**
- **Total: 442 Activities**

# FOODIE BLOGROLL — CASE STUDY — DANNON ACTIVIA PROMOTION - REACH


## Impressions Generated by Participant Blogs:

- Period: **July 15 / August 15**
- Total Impressions (page views): **2,301,062**
- Total Unique Users: **512,421 \***

- \* Based on Quantcast data

# CASE STUDY – DANNON ACTIVIA – SAMPLE POSTS

http://fashionfitnessfoodie.wordpress.com/2011/08/05/everybody-likes-a-freebie/



fashionfitnessfoodie  
Staying Fit with a Little Sweet Tooth

Show
About
Recipes
Where to Buy
Bucket List
Weekly Stats

← GOALS | King and Queen →

### Everybody loves a freebie



Happy Friday everyone! I have a sweet (pun, ha) deal for you guys today but first I have some good news! Remember those goals I posted yesterday? Well I tackled the biggest one on the list! I am now officially employed 🎉 Wahoo. It can be extremely stressful searching for a job, re-writing cover letters and filling out endless applications but I am happy to say it's all over! I start Monday so today is really my last day of freedom. Maybe my boyfriend will want to celebrate and take me to see Britney Spears and Nicki Minaj in Atlantic City tomorrow night?




It's pleading for this when he gets home from work today. It's worth a shot? 😊

Yesterday I received a package from Activia. The poor fed-ex delivery man was super confused as he handed the box over because it was addressed to Fashion Fitness Foodie. After I signed, he asked - "so are you fashion?". I'm really still not sure if he was joking.


I opened the package to see two yogurts inside.

French and Greek Yogurts - Yum! I decided I would have the Greek Yogurt after spin class.



1 container of activia dannon greek yogurt with 1/2 of a banana and some love grown granola.



This yogurt is so thick and creamy it almost reminded me of a mousse! We all know I love my dessert so this gets my stamp of approval.

To get your **FREE** yogurts head over to Activia's Facebook page "below" and like them. You will then fill out a form and print your coupon. Easy enough, right? And while you're on Facebook feel free to like my page as well 🙌

Visit the Activia Selects Facebook page to get your **FREE** coupon now!

This sponsorship is brought to you by Activia Selects who we have partnered with for this promotion.  
**FREE** coupon offer good 8/3/11 - 8/15/11, up to 1 million coupons, on any Activia Selects Single Serve, up to \$3.00. One coupon per household. Offer valid in the U.S. only. VOID IN LA, NJ, CA. Coupon valid until 8/15/11. Residents of LA, NJ, CA will be given a \$1 off 3 Activia Selects coupon.

BTW, BIG thank you to Cara for helping me out today with my links. She's a smarty pants 🙌 - Like her FB page too!


**we are foodies!**

reach **8 million** unique users

**1000+** publishers

engage **12,000** food bloggers with giveaways & product review outreach programs

advertise with us



**FOODIEBLOGROLL**

The looking for...

Fashion

Fitness

Foodie

Sign me up!

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

**NOW, please!**

Follow me

Twitter Buttons  
Fashion Fitness Foodie  
facebook

Facebook  
Fashion Fitness Foodie

REACH 100K+  
Chocolate Chips - creation coming soon

From 200

Promote Your Page Too

http://www.tatertwins.com/2011/08/05/activia/



Great taste translates in every language. [GET A COUPON](#)

with by **GOODIEBLOGROLL** **NEW!**

## The TaterTwins

Stay at home mom. Military wife. Worst housekeeper EVER.  
Now with more chaos & sarcasm!



Home
About Us
Useful Stuff
Reviews & Giveaways
Survey Says!
PR/Ad Friendly
Disclosure

Sleep & Don't

The Summer of Ebra.

Connect with Us: My Buttons Archives

Subscribe to The TaterTwins via email:

Subscribe

Activia!

with photos, spots

Facebook Twitter

I can't say 'Activia' without singing the commercial. Right now they've got a super high value (aka FREE!) coupon available for you to print out for Dannon Activia Selects. It's only good until 8/15, so go get it!

Visit the Activia Selects Facebook page to get your **FREE** coupon now!

With two new styles of yogurt to try- Greek & French- there's bound to be one that you like!




This sponsorship is brought to you by Activia Selects who we have partnered with for this promotion.  
**FREE** coupon offer good 8/3/11 - 8/15/11, up to 1 million coupons, on any Activia Selects Single Serve, up to \$3.00. One coupon per household. Offer valid in the U.S. only. VOID IN LA, NJ, CA. Coupon valid until 8/15/11. Residents of LA, NJ, CA will be given a \$1 off 3 Activia Selects coupon.

Jayne

**FREE LAUNDRY COUPONS**

\$1.00 and more off your favorite brands



Advertise Here

Find Local Tutors  
All Tutors  
  
SEARCH

WyzAnt  
DAILY DEALS FOR MOMS, BABIES AND KIDS SHOP TODAY

Easy Lunch Boxes  
pack lunch FAST!

Your Ad Here!  
Click for info

Be sure to check out Patagonia Coupons for big