



myspace.com/ghd

ghd has a very good hair day on MySpace

Background

ghd wanted to drive engagement with its new ghd IV styler among its target audience of 18-24 year old females.

They wanted to support their offline campaign (including TV, print and outdoor) with a highly engaging online campaign that builds a dialogue with the target audience of 18-24 year old females.

MySpace was a natural choice for ghd as it reaches 39% of this audience online¹ and offers a highly creative platform to encourage brand interaction and drive product familiarity and favourability.

Campaign Objectives

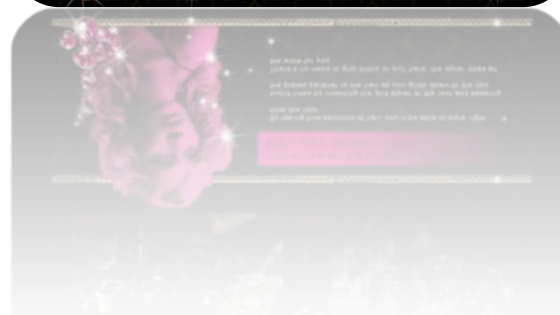
- Promote the new ghd IV styler
- Communicate to users that the ghd IV styler will help them change their look or attitude depending on their mood
- Create excitement and drive users to watch the TV campaigns via ghd's MySpace community

The MySpace Solution

ghd and MySpace created a community to promote the new ghd IV styler and compliment on-going offline activity. The highly interactive and constantly evolving community was promoted to the target audience of 18-24 year old females through branded editorial spots, MPU's & Leaderboards.

Within the community, users were invited to become a friend of ghd and interact with innovative, rich media promoting the brand and clearly illustrating the benefits of the product. Supporting the campaign strapline "*never be the same girl twice*", users could play their favourite ad, view product demonstrations and handy tips on using the IV styler, download wallpapers, interact with the blog and add their own comments to the profile.

By constantly updating the community, adding the latest TV ads and refreshing the content, ghd ensured that their ongoing campaign on MySpace continued to appeal to existing friends of the community whilst attracting new visitors to become friends.

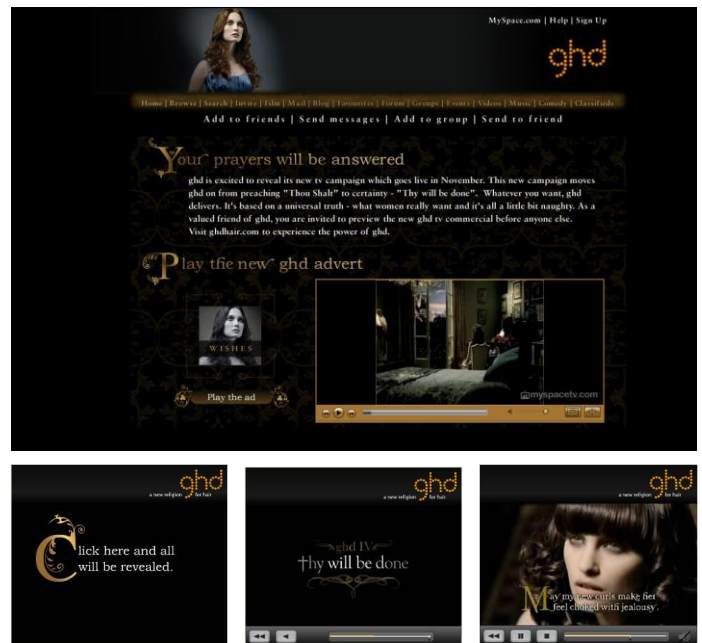


Results

Choosing to have a consistent, evolving presence rather than a static campaign reaped dividends for ghd, attracting an average of 3,000 friends each month.

In addition, at well over 100,000 plays, viewings of the commercials (added to the community as they were launched on TV) were particularly encouraging and supported the “*never be the same girl twice*” strapline. Similarly, interaction with the blogs and comments was also very high – with more than 500 comments, it is to date, one of the most interactive communities ever on MySpace UK.

Finally, the viral aspect of the community appealed to the expressive nature of the younger audience and positioned ghd as an aspirational brand, with 14-17 year olds accounting for one third of all friends of the community.



Conclusion

MySpace was a natural partner for ghd to engage with its target audience of 18-24 year old females and support the offline component of the campaign. Consistent growth of the ghd community can be attributed to a continued and structured investment in the community which drove brand and product awareness whilst promoting user expression. These actions engaged the users' attention and successfully aligned ghd as a friend rather than simply a brand with which there is passing interest.

Quote

“This activity was ghd’s first venture in social media and has provided a fantastic platform to communicate with consumers, something we intend to build on over the next 12 months”

Emily Beresford, Head of Display, Mvi