At a Glance

Young, San Francisco-based agency Camp + King has made their mark by putting social insights to work for their impressive client list. When UGG selected them to lead the creative direction of their 2016 “UGG for Men” campaign, the agency used NetBase to identify and activate key social influencers within their target market for “UGG for Men” slippers. The campaign reached more than 3 million consumers for little more than the cost of several pairs of personalized slippers.

Challenge: Finding the right voices to shout out a targeted product line

Though San Francisco agency Camp + King (C+K) has only been around since 2011, they’ve made a serious imprint in the advertising world. They were named AdAge’s West Coast Small Agency of the Year—Silver in 2015, and serve an impressive list of clients, including Energizer, RE/MAX, Dish Network, Del Taco, the Sacramento Kings, UGG and YouTube.

When UGG approached them to oversee the creative direction of their 2016 “UGG for Men” campaign, they knew they needed to find the right influential voices online to spread the news about this particular category of the UGG brand. As they do for all their clients, Camp + King used NetBase to identify the perfect influencers for the job.

Solution: Find the right people and incentivize them to share your message

C+K started with an internal brainstorming session to identify 200 potential influencers that might be a fit for the brand. Step two was using NetBase to evaluate each influencer and their social handles to identify interesting facets of their online personalities and ensure they were the right men to reach the “UGG for Men” target audience.

They also wanted to be sure they had the right “voice,” were active enough on social channels, and had no conflicts of interests or sponsorships with other brands standing in the way of posting online.

With NetBase’s insights, the agency narrowed their initial list to 10 ideal personalities and sent each of them a uniquely personalized pair of UGG slippers.

RESULTS:
- 10 new brand influencers identified
- Extremely low cost campaign
- Audience of 3 million reached on social media

"NetBase is invaluable to our client marketing strategy. Without understanding who the key influencers were for this campaign, we could never have been as successful for the “UGG for Men” brand. For all our clients, NetBase gives us access to the analytics that make the difference in their campaigns."

— Kristin Johansen, Social Media Strategist at Camp + King

CUSTOMER:
Camp + King

SOLUTION:
NetBase social analytics platform
Results: A little comfort, and a little personalization, goes a long way

The “Ugg for Men” influencer campaign was immediately successful. Two of the first 10 influencers identified by Camp + King posted pictures or video on their social media accounts showing off their personalized UGG slippers, including basketball star Dwayne Wade. For the cost of 10 pairs of personalized slippers, the UGG brand ultimately reached more than 3 million consumers.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

• Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
• Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
• Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
• Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
• Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
• Leader in Social Analytics—according to Forrester
• 99.5% customer satisfaction rate
• 9X faster than competitors
• 70% more accurate than competitors
• Fastest growing social analytics company

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