



The Real Housewives

- Utilized **Twitter** and **Facebook** to drive participation for Bravo's Real Housewives of New York season finale **online viewing party**
- **Over 100% increase** in Bravo's Twitter followers and **over 450% increase** on Real Housewives Facebook fans at time of finale
- Bravo's Twitter now has **over 10K followers - 300% growth** from start of program
- Also utilized **earned media to drive awareness and opt-ins** securing key coverage on Mashable, USA Today, and CBS The Insider
- **Increased blog mentions** of "Real Housewives" by **over 72%** during program



Super Bowl XLII

- Wiredset executed a **highly innovative, engaging, and press-worthy promotion** for ESPN aimed at **creating and capturing audience on Twitter** around the Super Bowl
- Wiredset overhauled and redesigned ESPN's existing Twitter presence, **creating and managing an ongoing, featured conversation** through the actual game
- Drove **participation and awareness** through **online marketing, social bookmarking, and focused user invitation strategies**
- **Over 260% increase** in ESPN's Twitter followers which led to strong discussion on the channel throughout the big game
- **Positioned ESPN as an innovator** that enables and supersedes its fanbase
- **Well-timed campaign**, Twitter saw all-time traffic highs during the most watched Super Bowl ever

