

# Wrangler Western, the Wrangler National Finals Rodeo Social Media Promotion



## ASSIGNMENT AND STRATEGY

Wrangler Western challenged FWV to come up with an innovative program to leverage the brand's title sponsorship of the Wrangler National Finals Rodeo (Wrangler NFR) to drive attention to the brand. Recognizing the need to build the Wrangler brand's presence online – and the brand's uncertainty of the value of social media given its conservative consumer base – FWV proposed to develop a strategic digital marketing campaign to build momentum leading up to the Wrangler NFR, increase online brand exposure surrounding the event, and convincingly demonstrate the potential of social media. Key objectives included:

- Develop and execute an innovative sweepstakes concept prior to the Wrangler NFR to generate brand advocacy
- Position Wrangler online as the authority on rodeo and the western lifestyle
- Generate awareness of and participation on the new Wrangler Western Facebook fan page

By strategically designing a sweepstakes focused on known consumer interests and a sought-after event\*, FWV increased the Wrangler Western Facebook fan base from nearly non-existent at 84 fans to 26,103 fans in less than a month.

\*The Wrangler NFR, a.k.a. the "Super Bowl of Rodeo," is one of the most sought-after tickets in professional sports and the largest annual sporting event in Las Vegas. The Wrangler NFR sells out a year in advance and on average attracts 175,000 fans to Sin City to see the best rodeo athletes compete in America's oldest sport.

## APPROACH AND TACTICS

FWV designed a Facebook fan page for the Wrangler Western brand to serve as the launch pad for an enticing fan sweepstakes, and an online hub of activity surrounding the Wrangler NFR event. To initiate excitement, FWV conceived the "Wrangler Race to the Rodeo" sweepstakes to be executed on the Facebook platform between Nov. 14 to Dec. 6, 2009. The grand prize was an immediate turnaround offer for a trip for two to the final performance of the 2009 Wrangler NFR providing passionate fans a chance to attend the widely popular rodeo within a matter of days. In addition, Wrangler offered first-prize and second-prize packages to further engage fans hoping to win something from Wrangler. FWV developed a variety of content to drive fan entries, and increase overall engagement on the Facebook page during the Wrangler NFR. Content development goals included:

- Provide access to the sweepstakes through the "Race to the Rodeo" tab on the Facebook page
- Incorporate wall posts and call-to-action reminders to enter prior to sweepstakes deadline
- Target Facebook fans with an interest in rodeo through a paid Facebook advertising campaign
- Continue momentum and fan interest post-contest with on-site video, photos, and commentary from Wrangler endorsees

While the Facebook fan page focused as the focus of the sweepstakes, FWW incorporated social media best practices to create an integrated digital approach and ensure maximum reach and engagement:

- Created a “Share” option on Facebook where consumers could invite up to three Facebook friends to enter the contest
- Executed two e-mail marketing campaigns broadcasted to Wrangler Western brand members
- Posted tweets on the brand’s Wrangler NFR-dedicated Twitter page (Twitter.com/WranglerNFR) to increase online reach
- Included strategic deployment of banner ads (negotiated free inclusion or leveraged existing partnerships) on a variety of brand and affiliate sites including the Professional Rodeo Cowboys Association (prorodeo.com), the Wrangler e-commerce site, and Wrangler endorsee social networking sites
- Utilized TV spots on ESPN2 and ESPN Classic to promote the sweepstakes during the Wrangler NFR tagged with the Wrangler Western Facebook URL and a call-to-action to “fan” the page
- Placed the Facebook application allowing consumers to “fan with one-click” on the home page of the Western Wrangler Web site

## RESULTS

- Generated 26,103 brand fans in 31 days; an average of 1 fan every 90 seconds
- Secured 13,548 total distinct entries into the “Wrangler Race to the Rodeo” sweepstakes
- Increased Social Media Index by 57 percent (SMI is a method for measuring – against all other current content online – a real-time snapshot of online brand conversation; SMI = consumer interaction + brand generated interaction)
- Converted client into social media advocates; secured buy-in on initial program and subsequent annual social media plan
- Initiated heavy fan interaction for a total of nearly 8,000 (increased 325 percent during the Wrangler NFR): an average of 275 interactions per day; more than 200 photos uploaded by fans; 10,212 photo views and 5,367 video views by fans
- Increased consumer e-mail database: averaged 26 percent click-through rate (37 percent higher than industry average); 42 percent of recipients accepted and became a fan of Wrangler Western and/or entered the sweepstakes; more than 22 percent opted to share the sweepstakes with their Facebook friends; 63 percent of entrants opted to receive regular updates from Wrangler