

Glam Media Case Study -

# VICTORIA'S SECRET

“Victoria’s Secret, the world’s leading lingerie retailer, has partnered with Glam.com to develop the 2007 Bra Questionnaire. The questionnaire which ran during the month of February on Glam.com, was designed to ask women about their bra shopping and wearing habits.”

-- Press release, February 2007

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**Client:** Victoria's Secret – Relaunch of Bra Line

**Objective:** Victoria's Secret approached Glam to serve as industry expert to run a market research survey and legitimize their claims for a huge PR initiative

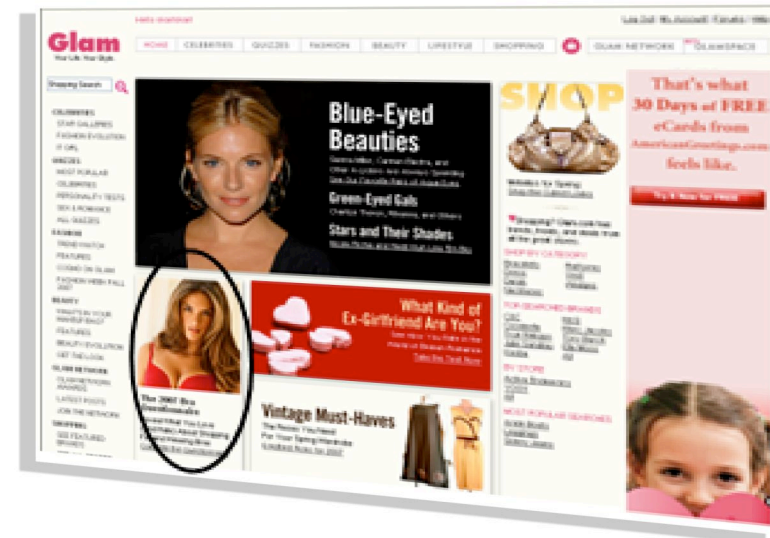
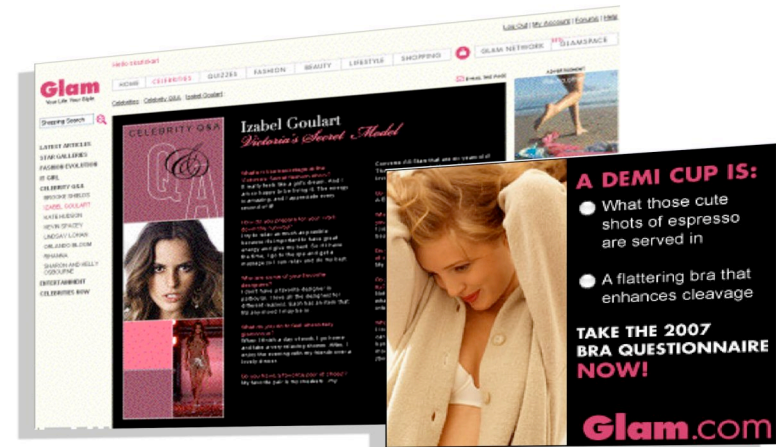
**Glam Strategy:** Create survey and drive supporting content to elevate brand and survey completions



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## Glam Execution:

- Created in-house ads to drive traffic to survey for relevant sample base  
Created modules and promoted survey across the entire Glam Media Network
- Promoted survey completes and extended brand reach through multiple vehicles
- Used market research questions to build survey
- Added Questions for PR-able stats
- Featured model content to dovetail with offline marketing strategy
- Appeared on morning shows to discuss results



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### Results:

- Drove more than 5000 respondents through survey in three weeks time
- Provided factoids to client for PR push
- Got articles placed in key industry outlets
- Accompanied client spokesperson and added expertise on morning show circuit
- Seeding with Publishers drove participation in editorial environment

