

Silly Bandz

Company Background

Silly Bandz is a wildly successful youth fashion accessory from the Silly Bandz division of BCP Imports, a product development company. Launched three years ago, these rubber bracelets formed into shapes including animals and other fun objects have become a cultural phenomenon. The company has a vast client base, with regular clients including major retailers such as Toys 'R' Us, Macy's, Hallmark, Learning Express, Dillard's and Target. BCP's goal and mission is to be a lifestyle-branded company with unique and innovative products that can remain on the leading edge of the trends for tweens and young adults. Given that, the company has licensing agreements with different popular cartoons and celebrities, such as Sponge Bob, Justin Bieber and Hello Kitty.

Objective

The immediate objective of the Facebook Ads campaign for Silly Bandz was to garner 1 million fans for the Silly Bandz Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis. When it started its campaign, it had nearly 400,000 fans. Because interacting with its clients on social networking platforms is central to the company's approach, increasing the fan base on Facebook was essential.

Robert Croak, founder and CEO of BCP Imports, adds, "Our objectives are usually pretty simple: to get our new products and announcements in front of the right demographic."

"Not only did our spend gain fans for our Facebook Page, but their friends also clicked to like our Page. It's almost impossible to track the total value, but the value is definitely there. I give continued credit to Facebook as one of the integral parts to our success."



Facebook Executive Summary

Client:



www.facebook.com/sillybandz

Objective: Attaining 1 million fans for the Silly Bandz Facebook Page and allowing its customer base to interact with the company and its products

Solution: Target Facebook Ads to people who are fans of the images licensed by Silly Bandz and encourage engagement by incorporating Facebook's social plug-ins into the company's website

Key Lessons:

- Facebook can build a brand and create buzz around a launch more efficiently and with greater reach than traditional media
- Interaction with fans of a brand's Facebook Page offers invaluable information on what works with the fan base and can be a spring board to launch new products and gauge reactions

Robert Croak, founder and CEO, BCP Imports

Approach

BCP Imports has never used “traditional” advertising channels, Robert says. “We’ve never done any print ads or radio or TV or used any of the traditional, old-paradigm marketing strategies. Pretty much all of our work has been through social media, such as Facebook and Twitter, as well as email and text blasts. So, Facebook campaigns are part of what we do.”

The company specifically targeted its 15 ads, which ran over the course of two months to Facebook users who had clicked to like Sponge Bob, Justin Bieber and Hello Kitty. This targeting strategy was an effective way for BCP Imports to directly tap into a receptive audience of likely Silly Bandz customers.

Along with the Facebook Ads, creating engagement on the Silly Bandz Facebook Page was essential to BCP. In keeping with this, Silly Bandz integrated Facebook into its own company website, where each page has a button at the bottom that allows users to post a status update to Facebook. “By incorporating Facebook’s social plug-ins into our company website and tracking what people click to like, we can really see what people want, what they would like to be different, and the popularity of each item,” Robert says.



Results

- The campaign ran for 33 days and delivered more than 213 million impressions
- Silly Bandz gained 250,000 fans over the course of the campaign at a \$0.04 average daily cost-per-click
- Silly Bandz is trying to be a Top 25 Facebook brand using its fan count as the metric for success. The company reached its 1 million-fan goal only two months after starting to advertise on Facebook and has seen extremely high engagement rates on its Page
- Increased brand exposure among its key target demographic

The lower cost of advertising on Facebook as compared to “traditional” advertising venues is both a huge boon, Robert believes, as well as a source for more flexibility. As an advocate of advertising through social media platforms, he has seen increasing curiosity and enthusiasm from other companies who may have used only traditional platforms in the past. He notes, “for 20 years they’ve accepted that by putting out 10,000 postcards they’re going to get a 1.2 percent return on their investment, and I tried to explain to them that while it’s really difficult with social media to be able to know exactly what the value is per impression, your impression rate and cost-per-impression is infinitely lower.”

Robert also notes that there is a great business and brand-building component to having a presence and doing advertising on Facebook. He explains that a lot of people still think of social media as “playtime, kids going on Facebook or Twitter or what have you,” and that a lot of these CEOs have missed the digital revolution from the standpoint of understanding the importance of spending and branding through social media. Robert says, “For us it has been a paramount key to our success, and we acknowledge that daily.”

The Future

BCP Imports considers this campaign the “tip of the iceberg” and is currently planning more. The company looks forward to continuing to work with Facebook and hopes Facebook will try out new tools and technologies with Silly Bandz. BCP Imports sees itself as an aggressive and modern company and, understanding the business value of social media, hopes stay on the leading edge with Facebook.


Silly Bandz (Animal Rubber Bands) ✕



Vote for the Hello Kitty pack as the best Silly Bandz pack. Justin Bieber is currently winning.

 Like · Eric Wahlgren likes this.

Silly Bandz (Animal Rubber Bands) ✕



The Justin Bieber Silly Bandz pack includes Headphones, Music Note, I Heart JB, Bieber Heart, Justin Singing.

 Like · Eric Wahlgren likes this.

Silly Bandz (Animal Rubber Bands) ✕



Join the craze!

 Like · Eric Wahlgren likes this.



The screenshot shows the Facebook page for Silly Brandz Global. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, SillyBrandz!, Shop, Photos, and News. A 'Like' button is visible next to the page name. The main content area features a 'BUILD-A-PACK' graphic, a search bar with a 'SUBMIT' button, and a list of product categories such as SillyBandz, Silly Bandz Access..., Silly Bandz, Silly Slaps, Nano Watch, and Red Bandz. A featured product, 'SillyBandz - Kardashian Glam Shapes', is highlighted with a price of \$5.95 and a 'BUY NOW' button. The page footer indicates that 1,071,008 people like the page.