

SUCCESS STORY: Energizer
Getting Their Buzz On

BACKGROUND AND CAMPAIGN GOALS

Energizer—the world-leading “portable power” company – sought to build community and generate awareness of a new lithium-powered product by aligning it with Giant Realm’s influential 18-34 year-old male audience.

THE GIANT REALM SOLUTION



Giant Realm’s solution included a custom festival editorial series that aligned Energizer with BigStereo, a leading online source for fresh indie dance music. The sponsorship included custom playlist of “high-energy” songs, high-impact site takeovers, co-branded banners and festival reviews/editorials.

Giant Realm’s solution also included a Macrostitial™ placement on targeted lifestyle sites that combined the latest news in gaming, music, movies/TV and tech/gadgets. The unit was updated every Tuesday with fresh content for the duration of the campaign flight.

JOIN THE CONVERSATION

Giant Realm delivers unparalleled access to 18-34 year-old men on the independent web. Call **Tim Taylor** at **310.526.3181** or visit **GiantRealm.com** for more information—and follow us on Twitter at **@GiantRealm**.

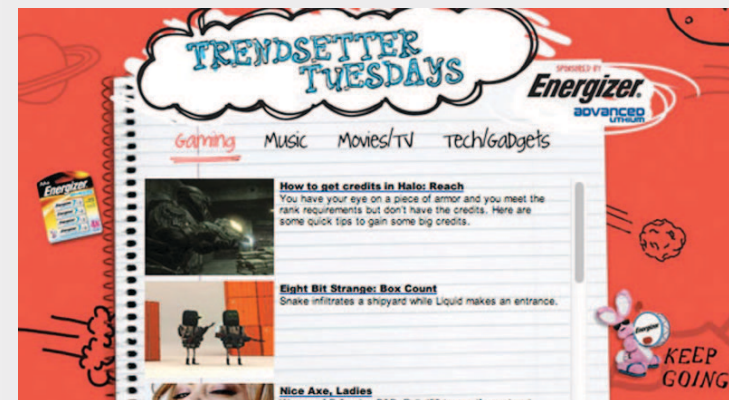
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RESULTS: ENGAGED VIEWERS

The campaign delivered user engagement. The Macrostitial achieved an average engagement time per viewer of 90 seconds. Sponsored editorials delivered click through rates that were 5x greater than the media/entertainment industry average of 0.1%*.



*DoubleClick for Advertisers