



SOCIAL MEDIA

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CASE STUDY: THE NAKED BROTHERS

GOAL

Use the Social Velocity Engine to create a brand around the two young stars of Nickelodeon's "The Naked Brothers Band," Nat and Alex Wolff – while maintaining strict compliance with COPA (the Child Online Protection Act).

STRATEGY

The Yovia Social Velocity Engine used multi-platform engagement and direct build out of connections to empower the community to build the network with their own Social Capital. The campaign included the design and launch of a new website, the use of a user-generated art contest to build a fan email list, YouTube channel design and management with user-generated content, live online chat sessions before episodes of "The Naked Brothers Band," and user-propagated MySpace widgets.

RESULTS

During the course of the Social Velocity campaign, there were 230,000 videos viewed on YouTube, with a 2,033% increase in new YouTube "friends" in a single year. The website, www.natnalex.com, received more than 14,000,000 page views in one year, with a 548% growth in website membership during that time.

