



Tony + Tina

Challenge

Brand the name with teen consumers. Introduce new products through creative, innovative techniques. Garner feedback about the products.

Solution

Buzz MG used our BuzzSpotter network of youth (based nationally and internationally) to spread the “buzz” about Tony + Tina. Teens were given tons of new products, including a series of lip glosses, which were our “featured product.” The spotters created custom makeup looks based solely on Tony + Tina cosmetics, and carried discount coupons, postcards, stickers, and other info that they could give to consumers who inquired about the brand. To ensure Tony + Tina received feedback, ideas and suggestions from our spotters, we created a custom survey to provide the essential information they needed.

Results

Tony + Tina experienced a 25% increase in web site traffic, which led to a major site upgrade. The lip glosses that were promoted by our spotters also became the #1 holiday product (it was so popular that by the time we started our spring program, the lip glosses were no longer a part of the promotion!).