

# House of Coffees

An integrated radio and Twitter campaign around House of Coffees Confessions range to spike awareness and build brand affinity.

5FM listeners tweet their secrets to HOC for a chance to confess live on air to Gareth Cliff for the prize.

Influencers reached:

- Lauren Prior – 1 295 followers
- Wonted – 4 928 twitter followers
- Jason Von Berg – 4 500 followers
- SA Coffee Club – 192 followers
- Stiletto Brigade

2-Week campaign:

Created and grew Facebook and Twitter following with Confession E-Cards to spike more interest.

NUMBER OF CONFESSIONS BY DAY:

