



PRETTYSECRETS

Pretty Secrets wanted to strengthen the brand's credibility by generating authentic word of mouth from real consumer advocates in a personally intimate category like Lingerie where consumers are otherwise reluctant to share experiences.

THEY CAME TO WOOP TO MAKE THAT HAPPEN

OBJECTIVE

1. Generate **Conversations** via posts in Social Channels
2. Generate trust via **positive reviews** on 3rd party review sites
3. Get authentic & quality **visual UGC** (photos and videos)

STRATEGY

On WOOP, we created a campaign called "**Be Fearless**", where consumers did simple tasks called missions to learn more about the product, give feedback, create and share content, write reviews and in exchange won rewards, in proportion to their contribution.

1



INVITE

Women were invited to join the campaign basis their fit with the Pretty Secrets target audience

2



ENGAGE

They had to complete fun missions like Learn, Share feedback etc. and earned points for every mission they successfully completed

3



ADVOCATE

They earned more points on completing missions like Refer, Review and Recommend.

4



REWARD

They redeemed those points for exciting hampers & experiences in the WOOP Reward Store

5



DO GOOD

For every 500 points earned, WOOP donated 1 day of school for a Girl child via partner Nanhi Kali

WOOP DELIVERS DEEP ENGAGEMENT

5379

Total Missions Done

6

Missions Done per user

5.2 MINS

Avg. time Spent per user

DEEP ENGAGEMENT GENERATES AUTHENTIC ADVOCACY

4

Conversations per Advocate

2.5x

Growth in online Reviews in a month

41%

Created photos & video testimonials

EXAMPLE OF REVIEWS THEY CREATED

Amisha Dular: 5 stars. Just now. Pretty secrets is just like the name suggests. It has most amazing lingerie wear which being pretty at the same time have the secret of comfort. I absolutely love this brand. The nightwears are a huge comfort. The brand understands women and is a great friend to be with.

Namita Munge: 5 stars. in the last week. The best thing is that you get a wide range of designs, colours, patterns and latest trends at the same place/site. Really good customer service and 100% transparency about the terms and conditions. U can find the best of the material and the knowledge of choosing the correct size and design.

Swati Chandak: 5 stars. 2 weeks ago. My daughter introduced me to pretty secrets and I've been a fan since then. They have really nice collection of lingerie for women in their late 30's too. The patterns...

Zeenia Sharma: 5 stars. Pretty Secrets is pretty much the coolest brand for women to pick up essentials from. Catering everything from flirty lingerie to nightwears, it's a convenient stop for online or offline shopping. Loving the offers, especially ^_^

Joanna Stephen reviewed PrettySecrets.com - 5 stars. Just now. This lingerie brand (Pretty Secrets) is a fun check out and indulge in some beautiful clothing, it brings out the fun in my relaxing experience as I check the stuff, I find pretty secrets a reasonable stuff which everyone can afford. The varieties tops it all.

shweta sharan: 5 stars. in the last week. My friend suggested me to shop from this site as I've never shopped my lingerie online I hesitated but when I did it surely was worth it. Pretty secrets have a wide range of lingerie to choose from.

Simran Mehta: 5 stars. Shopping at PrettySecrets was so much fun! They had so many vibrant colours and quirky prints that I couldn't stop shopping!

Juvina Rewari: 5 stars. in the last week. Pretty secrets is offers all that a girl wants. The best thing is that it has everything together at one place. You don't have to go anywhere else. The range of lingerie an...

Farida Shabnam: 5 stars. in the last week. Awesome quality, we get different designs with all sizes and everything at one place. I absolutely love this brand and the nightwear gives a huge comfort. Overall I would give 10/10

EXAMPLE OF CHECK-INS ON FACEBOOK

Amisha Dular is at PrettySecrets.com (Borivali West). Amazing collection

Monica Rathod is feeling fearless at PrettySecrets.com (Phoenix MarketCity, Kurla).

Manomera Dhanwan is at PrettySecrets.com (Phoenix MarketCity, Kurla).

Swati Chandak is at PrettySecrets.com (Lokhandwala, Mumbai).

Nikita Parab is at PrettySecrets.com (Borivali West).

Krishna Aviani is at PrettySecrets.com (Linking Road, Bandra).

Roopal Mookim shared a link - at PrettySecrets.com (Linking Road, Bandra).