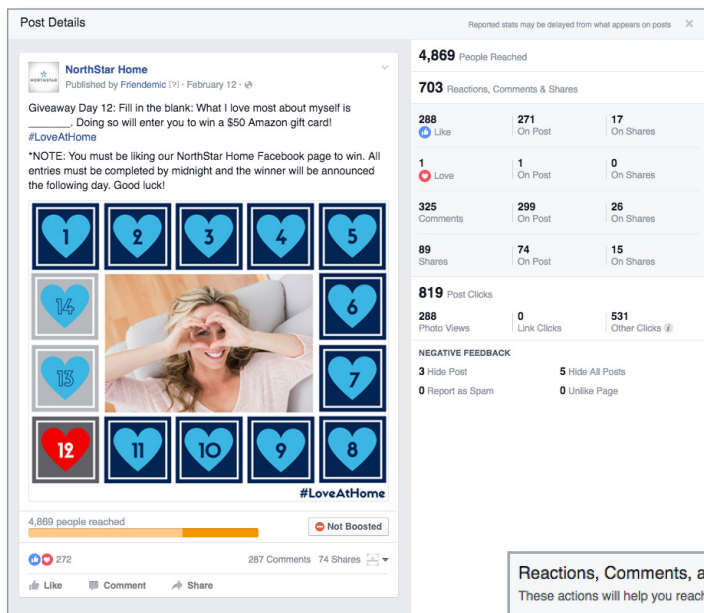
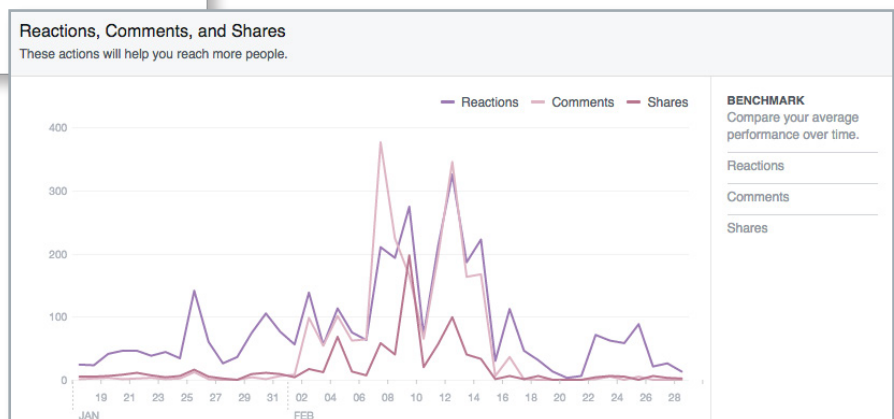


NORTHSTAR HOME: #LOVEATHOME PROMOTION

NorthStar Home is a home security and home automation company based in Orem, UT. Their goals with social were to increase brand awareness, ramp up engagement, and ultimately create an online community focused on the safety and protection of the home and family.

WHAT WE DID

For two weeks in the month of February, we created a 14-day campaign entitled “#LoveAtHome”. Each day, we presented fans with a new challenge to ramp up engagement and get these interacting with our brand. Many of the challenges were specific to NorthStar security and many were more relative to the home and family in general. The results were phenomenal. Their engagement levels skyrocketed during that two week period and the page grew by nearly 1,500 fans.

*This graph shows the spike in engagement levels during the two week period that the promotion ran (Feb. 1 - Feb. 14).

THE RESULTS



AUDIENCE INTERACTION

- **1,902 Likes** were received on the posts throughout the promotion, with **566 shares** as well.
- **31,558 people** were reached with the NorthStar Home promotion. **Over 90,000 impressions** were made over the duration of the promotion with **3,926 interactions** received.