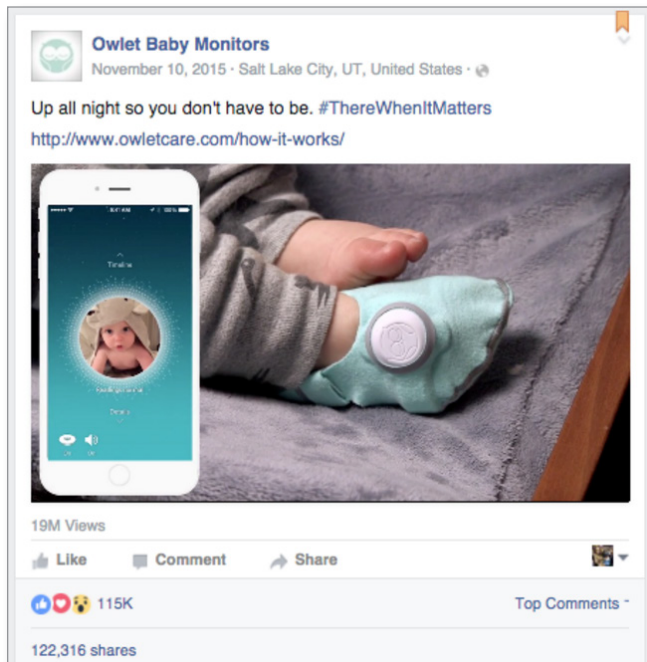


## OWLET BABY CARE: EDUCATE TO DOMINATE

*From personal experience stories to educating the masses we expanded the knowledge of the latest must-have in consumer baby tech through social. Not only did we want to educate every human about the unbelievable technology of this smart sock, we wanted to create a community where moms and moms-to-be could come to get advice, tips, tricks and cheat sheets to being the ultimate 'Supermom'. How did we help generate dramatic growth across multiple social networks and assist in driving client sales from social? Buckle up and grab some nachos, we're about to tell you [almost] all of our secrets.*



### WHAT WE DID

Through extensive conversational outreach, educational and witty content, strategically targeted social advertisements and blogging partnerships we have been able to captivate a new actively engaged Owlet audience and grow the exposure of the company to great lengths throughout the US and Canada.

Friendemic took video engagement ads to a new level with Owlet by generating over **16 million video views**, **416K+ engagements** and reaching over **19 million people** with their initial video campaign. This is only the start to video advertising on the Owlet Facebook platform and we're already brewing up the next ad. This was a key factor to the drastic exposure and success Owlet has seen in just five months of selling their product publicly.

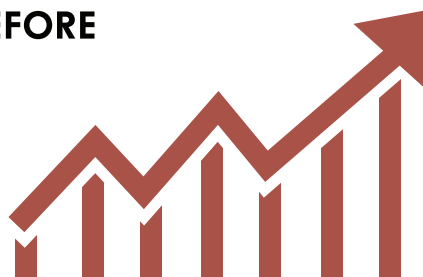
### ACCOUNT RESULTS AFTER 4 MONTHS

FACEBOOK ENGAGEMENTS	TOTAL IMPRESSIONS	FACEBOOK PAGE LIKES	SOCIAL CONVERSATIONS
<b>7,100,000+</b>	<b>212,000,000+</b>	<b>155,113</b>	<b>14,000+</b>

### THE RESULTS

#### SOCIAL NUMBERS BEFORE SEPTEMBER 15 2015

- Facebook: **5,853**
- Twitter: **1,826**
- Instagram: **121**
- Pinterest: **3,500**



#### SOCIAL NUMBERS TO DATE FEBRUARY 29, 2016

- Facebook: **160,966**
- Twitter: **4,183**
- Instagram: **22,996**
- Pinterest: **5,917**

THE WORLD'S MOST EFFECTIVE SOCIAL ENGAGEMENT. PERIOD.

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