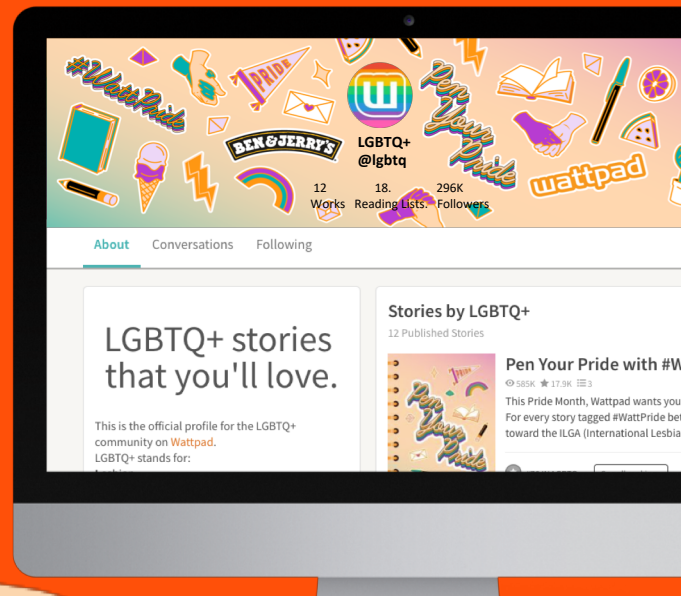


# Ben & Jerry's Canada

wattpad 



## What we did:

Drove positive brand sentiment, increased awareness of LGBTQ+ community involvement and support, and increased likelihood to purchase Ben & Jerry's amongst Wattpad's Gen Z audience.

## How we did it:

The first-ever branded write-a-thon, Pen Your Pride was launched on Wattpad in conjunction with June 2018 Pride Month. Pen Your Pride challenged the community to raise funds for a great cause, just by doing what they love...writing! We asked that they write a story about when they felt proud to be a member or an ally of the LGBTQ+ community.

And, for every story written, using the tag #WattPride, Wattpad committed to donating \$1 to IGLA (International Lesbian, Gay, Bisexual, Trans and Intersex Association). With the goal of generating 10,000 stories, we committed to donating \$10,000 to this initiative!

## The Results:

The campaign received the **highest number of submissions ever** in a branded campaign on Wattpad and generated **590,999 engagements** globally. The campaign received **911 Canadian submissions**, becoming the most successful Canadian-branded initiative.

**17,551**

story submissions, exceeding the goal by over 170%

**+25.4%**

increase in likelihood to purchase Ben & Jerry's in the next 30 days<sup>1</sup>

“ For Ben & Jerry's, building public support for LGBTQ+ rights is a priority of our social mission. We were thrilled to partner with Wattpad and tap into its community-minded and creative audience. Through the partnership, young people were inspired to create thousands of stories featuring LGBTQ+ characters and experiences. We are happy with the strong engagement it created! ”

-Ben & Jerry's

[Click to watch our video](#)

1: First-party brand study