



What we did:

Drove mass awareness and affinity for JCPenney's 2019 Prom Line!

How we did it:

- We teamed up the cast of Light as a Feather to give writers the chance to win one lucky #DreamPromposal
- In 500 words or less, we challenged our community to share a story about their dream prom, including their dream prom outfit
- We pushed out a high impact video featuring Light as a Feather cast members between chapters of our most relevant stories, becoming the first-ever writing contest leveraging talent from Wattpad's own IP!
- 7 of Wattpad's top influencers were called upon to create Prom-themed bonus chapters in some of Wattpad's most beloved stories

The Results:

The campaign drove massive engagement, generating **532 submissions** of one-of-a-kind Promposals featuring characters taking inspiration from JCPenney's Prom Line!

Our community was thrilled with the campaign, leaving **11,000+** amazing comments and votes and reading the contest story and influencer chapters **185,363 times**.

3.5M

views on video content

1.5M

views of the Promposal video on YouTube

Click [here](#) to read how the campaign won an influenceTHIS award in Best in Contests, Challenges and Giveaways!