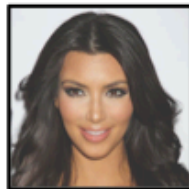


SOCIAL MEDIA PROMOTIONAL CAMPAIGN FEATURING THE KARDASHIANS




PROJECT OVERVIEW

VPE worked with Kourtney, Kim and Khloe Kardashian to promote Sun Drop Citrus Soda across the sisters' social media platforms. The online promotional campaign resulted in the following:

10MM DIRECT IMPRESSIONS 

12MM DIRECT IMPRESSIONS 

775 RETWEETS 





Kim Kardashian Like

Public Figure · Los Angeles, California



Wall Kim Kardashian · Most Recent

- Kim Kardashian**
Kris takes control!! <http://bit.ly/qlapNF>

KKTNY Preview: Kris Takes Control
bit.ly
On tonight's episode of Kourtney and Kim Take My Mom... New York my mom comes to visit us! Kourtney practices for her acting debut on One Life to Live to enlists our friend Adrienne to help give her tutorial. You can see Kourtney's preview here

23 hours ago · Share

1,556 people like this.

View all 215 comments
- Kim Kardashian**
Fresh face and trendy trenches <http://bit.ly/ekm6Ws>

Saturday at 9:28pm · Share

2,148 people like this.

View all 282 comments
- Kim Kardashian**
My weekly roundup :D <http://bit.ly/hZpYIE>

Likes

- SELF Magazine Media/News/Publishing Like
- CELEBUZZ Website Like
- Silly Bandz (Animal Rubber Bands) Like
- SunDrop** Food/Beverages Like
- to-bbyron.com Games/Toys Like
- Khloe Kardashian Public Figure Like



- **2,678,088 ARTIST LIKES**
- **CONTINUING 3 MONTHS WITH SUN DROP AS LIKE**
- **1 OF 25 TOTAL LIKES**

facebook

Search

Khloe Kardashian
Wall Info Photos Links Discussions Blog

Share: Post Photo Link Video

Khloe Kardashian · Others Just Khloe Kardashian Just Others

khloe.kardashian This is how I celebrated New Year's last year! <http://bit.ly/hZpYIE> Not exactly your average New Year's Eve LOL [bit.ly](http://bit.ly/hZpYIE)

New Year's in bed :D [bit.ly](http://bit.ly/hZpYIE)

Favorite Pages
6 of 22 Pages See All

- Kristian Lillorente
- Sharon Coats
- Mel Fan
- Tiffany Timpan
- Edward Romanos
- Tai Sak
- Sun Drop**
- Famous Cupcakes
- Lamar Odum

962 people like this.

- **2,864,036 ARTIST LIKES**
- **CONTINUING 3 MONTHS AS LIKE**
- **2 SUN DROP (SODA) AND SUN DROP (FOOD/BEVERAGE) OF 22 LIKES**

facebook

Search

Kourtney Kardashian My sisters and I are loving SunDrop! I'm all about the citrus. You guys have to try it this year! SunDrop!

Wall Info Links Photos Discussions Blog

Share: Post Photo Link Video

Kourtney Kardashian My sisters and I are loving SunDrop about the citrus. You guys have to try it this year!
Saturday at 10:43pm · Like · Comment

1,434 people like this.

View all 294 comments

Write a comment...

Kourtney Kardashian What a way to ring in the new year! <http://bit.ly/foQzwl>

Singing in the New Year in Miami! [bit.ly](http://bit.ly/foQzwl)

Wow! What a way to ring in the new year! Hosting an amazing New Year's Eve party in Miami Beach at the Ganssvoort rooftop streaming live for El Scott and I had a wonderful night.

Saturday at 7:40pm · Like · Comment · Share

Kourtney Kardashian My sisters and I are loving SunDrop! I'm all about the citrus. You guys have to try it this year! on Saturday

- **2,879,177 ARTIST LIKES**
- **1 MONTH WITH SUN DROP AS LIKE**
- **ADDITIONAL POST ON JAN 1ST THAT LED TO 1,451 LIKES AND 301 COMMENTS**



twitter Login Join Twitter!

Sun Drop Soda makes me so happy!
Who wants to see me drop it? LOL, I
meant drink a Sun Drop

9:00 AM Dec 30th, 2010 via HootSuite
Retweeted by 100+ people

KimKardashian
Kim Kardashian

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Tweets containing Sun Drop Soda

lindybill12 Lindy B
@KimKardashian where do you get sun drop soda??
6 minutes ago

Dustin2132 Dustin Silva
@KimKardashian I don't think I have ever had sun drop soda..
7 minutes ago

Prinsapi Johnie
@KimKardashian hell yeah ill drink a sun drop soda as a matter
in fact im drinking that soda Pop in new years midday :)
19 minutes ago

6,791,055 FOLLOWERS
676 RETWEETS



twitter Login Join Twitter!

OMG I die for Sun Drop!! Definitely my
new drink of choice. You dolls HAVE to
try it!

1:00 PM Dec 31st, 2010 via web
Retweeted by 48 people

KhloeKardashian
Khloe Kardashian

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2,864,036 FOLLOWERS
48 RETWEETS

twitter Login Join Twitter!

I agree with my sisters! OJ for Mason
and Sun Drop for Meeeee! Citrus!

3:30 PM Jan 1st via web
Retweeted by 49 people

KourtneyKardashian
Kourtney Kardashian

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2,291,971 FOLLOWERS
49 RETWEETS

