

RLF Communications / CareOne Services, Inc. - The Debt Diva Campaign

Challenge

In 2008, CareOne Services, Inc. recognized its need to establish third-party credibility and better reach young female consumers. RLF Communications was engaged to create a public relations and social marketing campaign that would garner regional and national media attention, and establish CareOne as a thought leader in the debt industry.

Strategy and Action

Utilizing extensive research, RLF forged a media relations campaign aimed at consumer and lifestyle outlets that revolved around the Debt Diva - a persona inspired by a certified credit counselor and CareOne corporate spokesperson. The Debt Diva offered personal finance tips on saving, budgeting and paying down debt that were actionable and inspiring to the target audience. The campaign was established upon online content and search engine optimization.

Results

The Debt Diva rose to prominence through national television coverage and explosive growth on social media sites such as Facebook and Twitter. In less than 10 months, approximately 9,000 consumers used the platform as a basis for utilizing CareOne's services. The campaign resulted in 13.3 million media impressions and a total one-to-one media value of more than \$3.5 million. This translated into \$300,000 in sales for CareOne and a 264 percent increase in website traffic.



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