



Blogger Outreach to Reach 1 Million+ Loyal Customers

SITUATION

GAF, a roofing company was looking to become front and center among hundreds of thousands of women and homeowners who were interested in home renovations and improvements. The goal was to keep the GAF brand top of mind for a variety of their roofing needs, while generating more social engagement and a greater brand awareness.

SOLUTION

GAF was introduced to Hoosier Homemade, an extremely influential blogger in the Women's Choice Award blogger network with a reach into the millions. GAF worked with Hoosier Homemade to create a 4 week campaign in which a custom 'She Shed' was built from the ground up. GAF was the exclusive sponsor and provided the shingles and landscaping for the She Shed.

SUCCESS

The 'She Shed' campaign reached over **1 Million consumers** and helped align GAF with a powerful influencer and a relevant topic: She Sheds. The engagement was outstanding: yielding **over 5,000 Likes, Comments and Shares on Facebook**; **almost 2,000 repins on Pinterest**; and **over 550 Likes and Comments on Instagram**.

