



## PAARTYY.COM newsletter

Since year 2009 PAARTYY.COM has brought to the market 9 nationwide campaigns and directly engaged 72,584 and reached more than 1 million people.



Campinggaz Championship Grill-off 2011



Hellmann's Tataristan Party 2011



NESCAFÉ Dolce Gusto Party 2011



St. Nicolaus Karaoke Party 2010



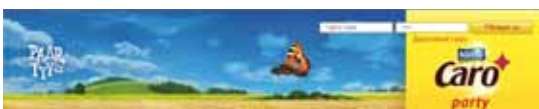
Greek NESCAFÉ Frappé Party 2010



Vitana Natur Party 2010



Film O2 TV Party 2010



NESTLÉ Caro Party 2010



Vitana Lasagna Party 2009

## What is PAARTYY.COM?

PAARTYY.COM is an established Word of Mouth Marketing medium. PAARTYY.COM is an answer to a number of marketing challenges, of which some proved difficult or expensive to solve the old way.

PAARTYY.COM delivers thousands of carefully crafted brand experiences for influencers and their friends. Each PAARTYY.com campaign consists of hundreds of brand parties all held in the homes of passionate and influential brand advocates. The hosts' friends attend the party, who then share their experience with hundreds of thousands more eventually via off-line conversations, on-line photo sharing, the proprietary party-planning and sharing site paartyy.com and other on-line and offline channels — all tracked, measured, analyzed and hey, even photographed.

Though all parties are authentic and non-intrusive, the client's brand is always at the center of each party. How? A carefully assembled courtesy brand party-box delivered to each of the influential hosts guarantees hours of brand-centric experience followed by massive Word of Mouth spreading. Oh and don't worry, your product doesn't have to be a shiny karaoke machine for PAARTYY.COM to be effective. We even make sure to make a less exciting product or service a welcome party animal.

Take your message right into the homes of your most influential customers and watch it spread among their friends and beyond. With 1,000 influencer brand parties you can reach up to 500,000<sup>1</sup> people in total. By a trusted friend.

Fantastic party, thanks a lot and I'll have you know that you've made us all develop quite a dependence to these frappés!

Beata from Bratislava  
Greek NESCAFÉ Frappé Party

It was fantastic, the paartyy went off without a hitch. There were games and the adults were pleased with not just the recipes, but also with the tartar sauce, which I know for a fact to be simply the best!!

Lucie from Studénka  
Hellmann's Tataristan Party

I was surprised by the party package too, those miniature bottles made my day, they'll be enjoyed, one by one, thanks to you :). :)

Júlia from Trnava  
St. Nicolaus Karaoke Party

<sup>1</sup> data accuracy validated by independent research authorities (Vitana Lasagna; omnibus by Mr. Think, NESCAFÉ Frappé; Nestlé Beverages Tracking by AISA, Czech Republic & ACNielsen Czech Republic s.r.o.)  
[more details in NESCAFÉ Frappé case study](#)

## Let's see how PAARTYY.COM works

### 1. We search for and pick influencers.

We design an attractive and highly mentionable party theme, tightly centered around your product or service. Using our proprietary Influencer Screening Tool, we search for and carefully pick the top influencers among brand ambassadors or potential customers to host brand parties across the country or Central and Eastern Europe. We search our panel, your databases and web sites visited by your target audience. Our tool can screen tens of thousands to find the influential Crème de la Crème.

### 2. We seed your brand among the influencers.

We invite an agreed number of influencers to become brand party hosts. Thousands of influential hosts organize your brand parties for their friends. We make sure that all hosts get the required number of confirmed guests before they receive the courtesy brand party-box loaded with samples of your product, party-enhancing branded content and pass-along tools. Our internal brand ambassador keeps hosts and guests excited and engaged with your brand weeks before and after the party at our proprietary party-planning & sharing site paartyy.com. He or she posts party tips, polls, contests and initiates on-line conversations.

### 3. Influencers and their friends spread your message.

Days and weeks before the party, they spread the word in invitations to guests, offline and online conversations. During the party, hosts and guests spend hours experiencing your product or service hands-on. Days and weeks after the party, they talk about their unique brand experience with friends and colleagues, share party photos and extend specially designed pass-along materials. The message reaches hundreds of thousands.

### 4. You get fact-based ROI metrics.

We measure volume and quality of Word of Mouth pass-along in generation 0 (hosts and guests), generation 1 (their friends) and generation 2 (friends of their friends), purchases they make weeks after the party as well as future purchase intention, brand perception, Net Promoter Score®, brand party mentions in the media, and social web and further ROI.

## Average results based on 9 executed PAARTYY.COM campaigns

The average number of parties in one PAARTYY.COM campaign: **658**

The average number of adult participants in one party event: **12**

The average duration of one party event: **4 hours 34 minutes**

Number of friends who were informed about the brand experience by the participants<sup>1</sup>:

\* generation 0: **8,065 people** \* generation 1: **101,651 people** \* generation 2: **445,668 people**

Average reach (size of generation 0 – generation 2): **555,384 people<sup>2</sup>**

The average length of the conversation between generation 0 – generation 1: **7 minutes 52 seconds**

**63.38 % of the participants** planned to buy the respective product (within 1 month after the PAARTYY.COM campaign)

Average value of products bought by participants: **3,812,911 CZK** (within 1 month after the event)

**94 % of conversations** following after the PAARTYY.COM campaign were positive, the rest was neutral

Average Net Promoter Score® of party hosts after PAARTYY.COM campaign: **69.25** (average CZ Net Promoter Score®: -0.8)

The average increase in Net Promoter Score® of brand among the party hosts: **74.51 %**

The average number of photos uploaded in one PAARTYY.COM campaign: **1,096**

The average number of unique visitors of a PAARTYY.COM brand campaign site: **91,958**

<sup>1</sup> generation 0 are direct participants in the party, generation 1 are friends and acquaintances of generation 0, generation 2 are friends and acquaintances of generation 1

<sup>2</sup> data accuracy validated by 2 independent research authorities, see Page 1 (additional details available in the NESCAFÉ Frappé case study)

Source: on-line survey of participants, Easyresearch & phone survey of generation 1 and generation 2

## Contact

OUTBREAK s. r. o.  
náměstí Kinských 7/76  
150 00 Praha 5  
[www.outbreak.biz](http://www.outbreak.biz)

**PAARTYY.COM**  
**engage thousands, reach hundreds of thousands**