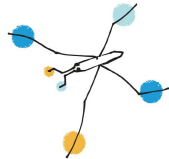


GERRIS CORP



CASE STUDIES & TESTIMONIALS

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Our Philosophy

We believe that many factors play into a successful client/firm relationship:

Delivering value. If a client doesn't receive an adequate return on its investment, the relationship isn't working.

Staff background. We pride ourselves on the fact that every member of our staff came to us with experience from the client side so we understand how our clients think and work. We're also proud that our senior staff have been with us for more than 10 years.

Chemistry. We strive to work well with clients by understanding and adapting to different work environments and styles. And, while we take our work seriously, we like to have fun, too.

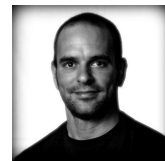
Chris Abraham

Chris Abraham, digital strategist, and technologist is a leading expert in digital: search engine optimization (SEO), online relationship management (ORM), Internet privacy, and online public relations with a focus on blogger outreach, blogger engagement, and Internet crisis response.



Dan Krueger

A 20-year media veteran, Dan leads the day-to-day operations of Gerriscorp ensuring the firm's clients benefit from creative, integrated programs that deliver strong, measurable results. Dan specializes in project management, influencer outreach, social media campaigns, and video production.



Case Studies

Skinny & Co. Coconut Oil Case Study

CHALLENGE: Skinny & Co. was missing out on the global health stampede in search of the best all-purpose coconut oil. While their product is wild harvested, hand pressed, small batched, never heated, 100 percent pure, 100 percent virgin, and 100 percent chemical- and solvent-free, their market was niche and they were losing out to much bigger brands offering mass quantities of sub-par consumer-grade coconut oil.



SOLUTION: We reached out to a wide assortment of Fitness & Health, Lifestyle, Parenting, Beauty, and Yoga influencers over three months, 1,300 bloggers on month one, 1,400 on month two, and 1,500 on month three. Each influencer was offered a “blogger gift basket” which included a broad sample of Skinny coconut oil-based product unless they asked for something more specific, such as a 16 oz bottle of coconut oil for cooking for cooks and chefs who would prefer cooking oil to beauty products, for example, or for an especially elite Tier-1 influencer.

Our publicity team engaged each and every influencer by hand, making sure they were provided with everything they needed. After which, our team facilitated each and every one of the 712 respondents over the course of the three-month campaign.

RESULTS: Over the course of the campaign, we reached out to 4000+ blogger/influencers in demographics ranging from Fitness & Health, Lifestyle, Parenting, Yoga and more. There were 712 responses (18% response rate) and 434 requests for products to be sent. The outreach campaign generated approximately 500+ posts across blogs, YouTube and social channels.

During the three month campaign, the Skinny Coconut Oil website saw a **76% increase in new users and revenue.**

Testimonial:

"Skinny & Co. is thrilled with the outcome of our 3-month blogger campaign! Working with Chris and Dan was an absolute delight. Their professionalism is unmatched and we were extremely satisfied with the response to their work! Over the course of three months, they contacted thousands of bloggers resulting in 500 posts, YouTube videos, and social media mentions from influencers across the board. This helped increase our audience reach and generate lots of new customers. Plus, everything was timely, well-organized, and easy to understand. I'd highly recommend their services and look forward to working with them again in the future. Thanks so much, Chris and Dan!"

Kaylyn Easton, CMO, Skinny & Co.

Mizuno Mezamashii Run Project Case Study

CHALLENGE: The running shoe category, led by giants Nike and Reebok, spent \$144 million in paid media from June 2011 to June 2012. Mizuno was virtually unknown in the U.S., with 7% brand favorability and a \$1.5 million marketing budget — just 1% of category spend.



Mizuno's best prospects, running junkies, stick to what they know works: Eighty percent know the brand and model of running shoe they intend to buy before they shop, and 90% actually do buy that brand and model. We had to be extremely compelling to disrupt that behavior.

But Mizunos are stiff (for a reason) so they don't feel as cushy and comfortable as the mainstream brands. So trying Mizunos on in the store is far from compelling.

On top of that, Mizunos are priced 35% above the category, including their flagship shoe the Wave Rider, which they had recently redesigned in a way that alienated many within the small group of Mizuno loyalists.

SOLUTION: We took the shoe trial experience out of the store and on the road.

Mizunos are stiff because they are designed for running. Mezamashii is Japanese for brilliant. We put the two together to create the Mezamashii Run Project.

First, key running junkie influencers, from bloggers to running club leaders and celebrities, received 600 handmade, direct mail invitations and a code to order a free pair of shoes at the Mezamashii Run Project site. They were in turn given invitations they could share with fellow runners who they thought would also appreciate a "mezamashii" run. That used up half our budget.

The other half went to paid, owned and earned media to build awareness of the program and offer the overall running public the chance to be among the 100 people chosen to receive a free pair of Mizuno running shoes.

Mezamashii Run Project members continue to get new, relevant and exciting information and offers from Mizuno, like the opportunity to wear-test future products, influence shoe design and access future models before they become available to the public.

RESULTS: In just 60 days, the Mezamashii Run Project accomplished the following:

- Engaged 19,504 Mizuno runners and Mezamashii Run Project members
- Welcomed 100,000 new unique visitors to mizunorunning.com, an increase of 52%
- Brought 155,859 visits to the Mezamashii Run Project home page through paid and earned media
- Gained 25% more Twitter followers

Brand favorability, which was reflected in comments made by Mezamashii Run Project members who rated the shoes they received, grew 54%, from 7% to 10.8%, in the first five weeks of media support.

Of those Mezamashii Run Project members posting reviews, 94% gave top 2 box scores to the shoes and 93% said they intend to buy Mizuno shoes in the future.

Mizuno saw immediate growth in strong specialty store sales and quickly achieved a three-year share high.

Alzheimer's Association Case Study

CHALLENGE: To raise the awareness of new study issued by the Alzheimer's Association pertaining to Alzheimer's disease and the Baby Boomer generation.



The Alzheimer's Association aims to raise awareness of Alzheimer's disease, symptoms, and search for a cure. They conduct and release various studies concerning different aspects of Alzheimer's disease and its effects.

We were tasked with helping the Alzheimer's Association raise the online profile of their latest study "Generation Alzheimer's".

STRATEGY/TACTICS: Leverage the influence of bloggers in target demographics (Baby Boomers and medical field) to promote a new study released by the Alzheimer's Association

We reached out in two campaigns to over 4,000 bloggers covering topics relevant to Baby Boomers and Alzheimer's.

To better equip each blogger with special content relating to the Alzheimer's Association and it's latest study, our created a social media news release including embeddable pictures, videos, banner ads and message copy concerning findings that bloggers could paste into their blogs.

The purpose of the blogger outreach was to earn bloggers' support and encourage them to act as amplifiers and informants on behalf of the Alzheimer's Association.

RESULTS: We secured hundreds of blog posts for the Alzheimer's Association, resulting in more than 23 million impressions.

The social media news release we created for the Alzheimer's Association received over 72,000 views in just over 2 months. The SMNR is now a permanent part of the online landscape when searching information on Alzheimer's.

The increase in blogger coverage of Alzheimer's and the "Generation Alzheimer's" study resulted in organically boosted Search Engine rankings for the Alzheimer's Association.

Fresh Air Fund Case Study

CHALLENGE: To help strengthen brand awareness, expand existing Fresh Air Fund community, and increase donations.



The Fresh Air Fund had virtually no social media presence before we took on the task of designing an integrating social media strategy to strengthen brand awareness, expand existing communities and increase support of the organization. We focused on three goals for the Fresh Air Fund Campaign: recruiting hosts, recruiting counselors, and increasing donations.

STRATEGY/TACTICS: To employ an integrated social media strategy using blogger outreach, Facebook, Twitter, and YouTube to increase exposure. We launched 11 separate blogger outreach campaigns on behalf of Fresh Air Fund. Each campaign was introduced with a topic specific social media news release (i.e. hosts, counselors, etc.) to target bloggers who would share the information with their readers. Our blogger outreach strategy also included a number of novel campaigns including a "Thank You" outreach and a dollar for dollar donation match campaign. In addition to blogger outreach, We also helped develop profiles for Fresh Air Fund on Facebook, Twitter, and YouTube.

RESULTS: The Fresh Air Fund drastically increased their brand awareness via online mentions and strengthened their presence in social media. In the days following each blogger outreach campaign, social media monitoring showed consistent spikes in online conversations, with the largest spike occurring as a result of the dollar for dollar outreach. Over the course of a year we helped drive the number of online mentions about Fresh Air Fund from 4,000 to 65,000 mentions. Our social media efforts garnered approximately 11 million impressions. Their Facebook profile grew from 400 to over 36,000 (today) and their Twitter handle grew from 229 to over 10,000 followers. Their efforts in social media also boosted their Google SEO results an order of magnitude, making them easier to find and more accessible to parents, counselors and donors.

Testimonial:

"Chris Abraham and his team tackled an extremely time-sensitive project for us and got up to speed quickly. We were impressed with their expertise in the industry, the ability to execute a plan successfully and willingness to listen to our needs and goals. Their work has made an impact on our programs already and has given a tremendous boost to our awareness efforts."

Jenny Morgenthau, Executive Director, The Fresh Air Fund

Financial Services Reputation Defense Case Study

Usually, reputation defense is about cleaning negative search results off of Google and Bing; however, in the case of a recent international financial services firm we did work for, we were effectively able to prevent any negative mentions to even take root.

An AP article came out that wrongly accused a financial services firm of laundering drug money. The article hit the wire and was repeated over 600 times online. They reached out to Gerris to do a reputation defense for them. Luckily, they contacted us immediately after the article was published so we were able to completely protect the first 5 pages from any sticky web or blog mention at all.

CHALLENGE: AP article incorrectly implying the company was involved in drug money laundering. The article was picked up and reprinted by 600 newspapers and many many news sites. The client and its CEO had very little to no web presence prior to the articles viral spread. This resulted in the first 60 pages of search results returning only this negative story.

OBJECTIVE: To regain control of the client's online reputation and to clear it of this negative and false information.

STRATEGY: To achieve this objective, our team needed to promote the presence of the client in the online realm with a goal of positive and neutral results dominating the first 3 pages of search results.

TACTICS: We launched a large and multi-pronged Online Reputation Management (ORM) campaign. This meant that multiple domains, blogs and Social Network profiles were created for both the company and the CEO. These sites were then populated with many positive and neutral articles which were then cross-linked and submitted to all of the search engines.

RESULTS: In a matter of 6 weeks the Gerris team had regained control of the identity and image of the client. The negative article no longer dominated the first 3 pages - only a tiny percentage of users read beyond the first 3 pages of results - instead the positive and neutral stories that had been spread around the web by the team dominated the search results.

Survivor Corps Case Study

CHALLENGE: Originally known as the Landmine Survivor Network (LSN), Survivor Corps had outgrown its focus on landmine survivors and was looking to re-brand the organization to focus on all survivors. This rebranding was launched at the same time that one of the founders of LSN, Jerry White, released his book, *Getting Up When Life Knocks You Down*, which focused on sharing his experience and advice on navigating survivorship.



STRATEGY: The focus was placed on reaching out to those communities that already struggle with issues of survivorship - Military Veterans, Cancer Survivors to name but two. Using the book as a vehicle to promote the overall change in brand and the human interest story of Jerry White played critical roles in our overall strategy.

TACTICS: The campaign focused on Online Outreach, messaging thousands of bloggers and sharing the news and offering a copy of the book, *Getting Up When Life Knocks You Down*, to every blogger who wanted one. In addition to our Online Outreach, we focused on building a presence on social networks, creating profiles, groups, and pages. Finally, the campaign heavily utilized Twitter and Facebook to message thousands of friends and followers on a daily basis.

RESULTS: The campaign met with huge amounts of positive response with hundreds of blogs and book reviews written and posted. Changing a brand is never an easy thing and is not done overnight, for this reason, we were very excited to retain Survivor Corps over a 2 year long term contract enabling us to continue building up a presence in the social media space.

Testimonial:

"Chris Abraham and his team have been a critical catalyst for the online debut of SURVIVOR CORPS. They helped us create a blogging buzz around the launch of Survivor Corps, offering savvy counsel on strategically targeted audiences who would resonate with our mission. They cleverly leveraged the release of my book -- Getting Up When Life Knocks You Down: Five Steps to Overcoming a Life Crisis -- to generate word of mouth promotion online and cultivate new supporters for our work to help survivors of war in the United States and abroad. Chris and his team will jump into a campaign with passion and panache. They've been responsive to our needs and a pleasure to work with from day one."

Jerry White, Co-Founder, and Director, Survivor Corps"

Habitat for Humanity "World Habitat Day" Case Study

CHALLENGE: World Habitat Day is held on the first Monday of October every year. We were tasked with helping Habitat for Humanity raise the online profile of World Habitat Day to encourage advocacy, foster education and increase donations

STRATEGY/TACTICS: Leverage the influence of bloggers in target demographics to increase coverage of World Habitat Day.

We reached out to over 2,600 bloggers covering topics relevant to urban planning and humanitarian aid. To better equip each blogger with special content relating to World Habitat Day, the team created a social media news release including embeddable pictures, videos, banner ads, and message copy that bloggers could paste into their blogs.



The purpose of the blogger outreach was to earn bloggers' support and encourage them to act as amplifiers of the World Habitat Day message motivating readers to become involved in the effort.

RESULTS: Drastically increased the amount of online coverage for the event over **635% from the previous year – 31 articles to 228 articles.**

Those 228 earned blog posts resulted in an estimated 1+ million impressions and boosted SEO results.

Testimonial:

“On behalf of Habitat for Humanity International (HFHI), thank you for your company’s pro bono work on World Habitat Day blogger outreach. We were astounded by the results achieved by Chris Abraham and his team, and we appreciated your donation of staff time and resources.”

Colleen Fitzgerald, Director of Advocacy, Habitat for Humanity

Snuggle Crème Premium Fabric Softener Case Study

CHALLENGE: Drive branding of the new Snuggle Crème premium fabric softener via online social media.

STRATEGY/TACTICS: Drive demand for a \$2-off coupon by leveraging the influence of hundreds of bloggers in target demographics.

Snuggle had already identified two promising assets to be used in traditional media: a \$2-off coupon and the Snuggle Bear. To ensure these would be appealing to bloggers as well, we combined the two into an animated widget.

We identified a set of over 2000 bloggers for four separate outreaches over an eight-week period. We created a social media news release complete with the embeddable widget, information, images, video, coupons, etc. Then began launching their personalized outreach campaign.



RESULTS: Demand for the coupon exceeds maximum projections by 100% - Branding reaches over 2 million impressions via online influencers.

Our efforts garnered hundreds of earned media mentions on behalf of Snuggle Crème. The online social media news release (SMNR) microsite we created for the campaign received over 200,000 hits. Big spikes in online conversation were witnessed after each of our four outreaches.

The campaign was so successful that Snuggle had to double the number of coupons they had originally allotted for the campaign.

Additional Testimonials

"Gerris' dedicated team assisted Baird's CMC with new media outreach to create an international discussion about the Baird's CMC report on the view of U.S. multinationals about investment in Africa. The results of their work were outstanding; leading to substantial coverage and vigorous debate. Chris Abraham proved to be smart, responsive and highly effective."

Francois Baird, Co-Chairman, Baird's CMC

"Gerris helped us to share our finance app with a wider audience of bloggers, finance thinkers, and influencers on Twitter. The results were impressive – dozens of blog posts, tons of Tweets and a number of A-list blog posts. On a personal note, Gerris was a pleasure to work with – responsive and easy to get along with at all points. Many thanks."

Steve de Brun, Co-Founder, Visible Market and StockTouch

"Chris Abraham and his team did a terrific job for BrandsClub. Not only did they create and manage our twitter account, that has the most followers in the world for our business model, but their outreaches also got us tons of responses. Last but not least they are always coming up with great suggestions and worldwide contacts for any crazy idea you

might come up with. I would recommend them to anyone!"

Olivier Grinda, Co-Founder and CMO, BrandsClub

"Upon launching HAIWatch.com, Kimberly-Clark Healthcare needed to increase the attention, traffic, and profile. We retained Chris Abraham and his team initially to drive traffic to the site using combined social media and blogger outreach. This resulted in over 100% increase to the number of site visits compared to the time frame prior to the campaign, as well as a number of secondary benefits such as brand recognition and a first page, number 6, placement when searching for "healthcare-associated infection" on Google. The blogger outreach team did a phenomenal job at finding all the relevant blogs and influencers germane to the issue of HAIs, immunodeficiency, and infection as well as reaching out, engaging them, and earning their posts, tweets, and likes about the issue of HAI and the associated HAI Watch website. They accomplished this successfully in English, Spanish, and Portuguese in countries including Argentina and Brazil. While we were able to prepare the ideal site to be used as a resource for the US and Latin American market, it was Chris that was best able to attract the most influential bloggers by being sensitive and responsive to cultural differences while applying US-proven methods of reaching out to bloggers."

Sergey Krayev, Global Marketing, Kimberly-Clark Health Care

"We are so grateful for the commitment Chris Abraham and his team made to help us end chronic homelessness in Washington, DC. Chris' commitment has been shown in many ways, and the most recent example is their pro-bono work on our behalf for Give to the Max Day in November 2011. They created a clear, succinct Give to the Max Day social media news release that was shown to more than 1,100 bloggers in the DC area. From that outreach, many bloggers joined the conversation about ending chronic homelessness by publicizing Miriam's Kitchen's participation in Give to the Max Day. Chris was a key factor in our ability to raise money to end chronic homelessness in Washington, DC on Give to the Max Day. For that (and the many other amazing things they've done for us), we are forever grateful to have him working on our behalf."

Jenn Roccanti, Miriam's Kitchen