THE FEMALE SOCIAL NETWORK™
New on the Blog

Let word-of-mouth ignite your marketing fire

TF SN
Grab and go before the game
Full of flavour for half-time
The Female Social Network & Play-Doh

We are only halfway through our collaboration and we have achieved so much already! See below for some highlights and how we see this collaboration playing out for the rest of the year.

**WHAT WE HAVE ACHIEVED SO FAR**

- Thought Leadership by mums, for mums
- Pre-Campaign Survey
- Content Plan for Little Creators
- Play-Doh Project Team
- Engaged EOLs
- Online Community
- Educational & entertaining delivery

**STATS SO FAR**

- **9.2m** PR REACH
- **7.3M** SOCIAL REACH
- **12m** COMMUNITY MEMBERS
- **10.5K** WPDD ATTENDEES
- **3m +**
$E=mc^2$
Thank You