



## SOCIAL VIVA DIVA CAFÉ

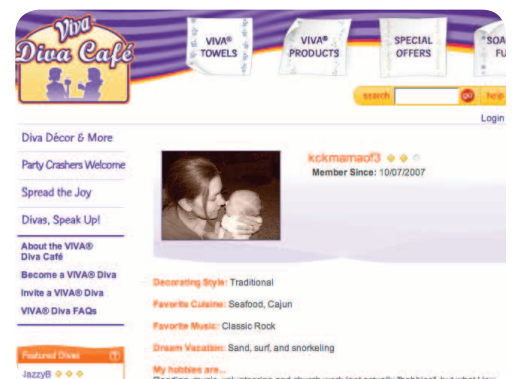
Before MySpace and Facebook caught on as marketing tools, Fullhouse recognized the power of connecting like-minded individuals.

So, when Kimberly-Clark wanted to further bring consumers together through the VIVA® brand via engagement and interaction, Fullhouse created an online community to enable and encourage VIVA® consumers to discover and interact with other like-minded consumers.

The online community, called the VIVA® Diva Café, became the place for brand enthusiasts to go for information, to meet new people, and to exchange news and ideas with old friends. Members can share thoughts on decorating, entertaining, making friends and learning more about special VIVA® offers, charitable donations, and sweepstakes.

As an incentive for registering, members are automatically enrolled in the Diva Delights program where they can earn points redeemable for rewards for participating in the conversation, rating other members' entries, recruiting new members, and more.

Numerous promotions have been implemented to extend the engagement which keeps the community relevant and vital to members.



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