



Case Study: **Celebrity Seeding & Charity Event (Dippin' Dots Grand Slam Paddle Jam)**

Challenge:

Dippin' Dots Ice Cream (450 franchise locations plus 1,600 theme parks, stadiums and arenas) wanted to engage celebrities and the media and help raise money for an important cause.

Solution:

matrixx created a unique event for Dippin' Dots through its strategic partnership with St. Jude Children's Research Hospital, one of the world's most recognized children's charities.

This event, a star-studded ping-pong tournament and fundraiser became the first Celebrity Grand Slam Paddle Jam. *matrixx* leveraged existing press and tastemaker relationships to ensure high-quality turnout of media outlets and participating celebrities.

Results:

Over 126 million impressions were generated across multiple platforms including broadcast, print and online media. These media impressions built positive consumer association with Dippin' Dots.

Many celebrities came out to show their support and enjoyed a fun competition where they even used pastel colored "dots" as the ping pong balls. The event raised over \$50,000 for St. Jude.





Access Hollywood

The red carpet coverage included actor and comedian Jason Alexander who commented, "St Jude, Dippin Dots and the great game of ping pong. You put the three together... by god... that's America." The coverage was seen by over 2 million viewers and was also repeated on Access Hollywood Weekend Edition adding millions more.



Extra

The coverage on Extra (over 2.8 million viewers) featured verbal mentions, shots of Dippin' Dots branding and the stars playing ping pong.



Star Magazine

Covered the event for its 9.5 million weekly readers.

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StarTracks

Spears doesn't break a sweat heading to a West Hollywood gym. Plus: Halle Berry, Kate & Owen and more

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PADDLE FORWARD

Lauren Conrad comes with her game face at the Dippin' Dots inaugural Celebrity Grand Slam Paddle Jam (which benefited St. Jude Children's Research Hospital) at Vanguard Hollywood on Thursday.

LAUREN CONRAD ▶
Photos, news and a full bio

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People.com

This high traffic site (over 5.6 million unique monthly visitors) also featured coverage of the event.

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