

# ChatteRL&A in Action:

## Anti Monkey Butt Powder

### *“Say No to Monkey Butt”*


- **Overview:** While the name Anti Monkey Butt Powder (AMBP) causes a few chuckles and a bit of intrigue, many people aren't sure if it's a real product, a gag, or a condition. Monkey Butt is actually a skin irritation in this area – the butt, specifically, but also irritation “below the belt” caused by perspiration. It's no laughing matter, and is a personal health issue that affects all kinds of people -- athletes, cyclists, motor cycle riders, waiters and chefs, race car drivers, truckers and many blue collar workers. AMBP is the only medicated powder available that contains both talcum and calamine powders to effectively soothe skin irritation and absorb sweat. The brand was recently bought by DSE Healthcare, a distributor of niche OTC brands.
- **Objectives:** To broaden the AMBP audience and increase awareness and trial/purchase through a lifestyle-oriented social media campaign. Embrace the fun nature/humor surrounding the brand, while continuing to communicate the message that this is a real product for a real problem.
- **Strategy:** Spread the word through social media about AMBP and the affliction, monkey butt:
  - Created a lifestyle-angled **Facebook page** with geo-targeted outreach to message demographic in 72 key markets (where available at Walmart)
  - Produced **two viral videos** to engage the original “biker” and “weekend athlete” audience
  - Engaged the **RL&A blogger/influencer network** to generate product reviews and conversations, focusing on “high risk” activities (i.e. running, triathlons, swimming)



- Results:** In just three months, the AMBP campaign resulted in more than **28 million impressions** (eCPM about \$2.50), **videos garnered more than 142,000 views** (and still going strong) with a cost-per-view of about \$0.07, and an **active Facebook page that generated more than 14,000 fans** with a click-to-fan ratio of more than 50%. Sales have also been up, with increased distribution in Walmart and Rite Aid, and many bloggers have reviewed the product and shared stories about their need for Anti Monkey Butt Powder.

straightfromthedoc *r.M.D.*

**Checkout Anti-Monkey Butt Powder**  
 Filed in archive [Consumer Alert](#), [Treatment](#) by [Gloria Gamat](#) on June 19, 2009



Hey folks. Have you heard a Powder (AMBP)?

AMBP is a new product, invented for athletes, designed to treat chafing that can result from excess sweat.

Excessive sweat can cause monkey butt. Unlike other products, AMBP contains calamine and talc which gives it a cooling sensation instead of irritation that you might get from other products.

You can get more information on AMBP [here](#).

Click [here](#) to buy the product online.

facebook

Sign Up: Anti Monkey Butt Powder is on Facebook  
 Sign up for Facebook to connect with Anti Monkey Butt Powder



**Anti Monkey Butt Powder**

Wall Info Photos Disc...

James Lee Jobe Fighting about an hour ago · Report

Don Leonard Getting ready to have my anti-Monkey Butt Powder 3 hours ago · Report

Kathy Venable Pease Harley gave me Monkey Butt Powder 4 hours ago · Report

Kim Keiser HOURS 5 hours ago · Report

Preston Juvenal 8 hours on the Range, 102 in TX, with a bunch of folks that have never ridden motorcycles coming right at me...comes, what comes? Sweat runs right down the crack of your Monkey Butt... 6 hours ago · Report

Robb Wilson What makes me sweat? 12 hour work days without a lunch break 7 hours ago · Report

Christina Owens Having three teenage boys in the house who all play sports...We love the anti-monkey butt and the boys will have happy boys Yesterday at 5:46pm · Report

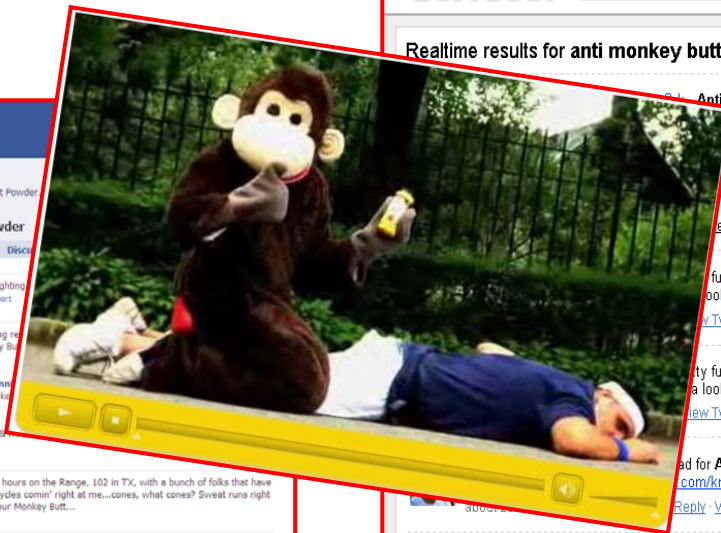
For all those Butt fluting Activists! [www.antimonkeybutt.com](#)

Information

Founded: Austin, Texas in 2003

Fans: 6 of 12,089 fans See All

Anita Brad Whitney



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[notchrisbowman](#): 'Strollin' into the gas station, pickin' up some anti monkey butt powder. <http://twitpic.com/cv9dw> 1 day ago from [Tweeie](#) · [Reply](#) · [View Tweet](#)