



CASE STUDY

Beverage Campaign

STORY

A national beverage brand wanted to create a playful and distinctive scale campaign to influence the purchase of their brand's unique refreshments while expanding their audience reach.

CAMPAIGN GOALS

- Drive sales lift across identified retailers
- Build a personalized scale program to recommend the best beverage flavor and type
- Educate, inspire, and excite shoppers with product knowledge
- Reach a newer and wider audience while encouraging purchase

HOW WE HELPED

Breaktime Media worked with the brand to build a fun, digital experience that engaged and educated shoppers about the brand through product knowledge and personalized, interactive content while inspiring purchase of the brand's beverage products.

CAMPAIGN RESULTS



\$2.38

return on ad spend



\$53.K+

carted to digital shopping carts



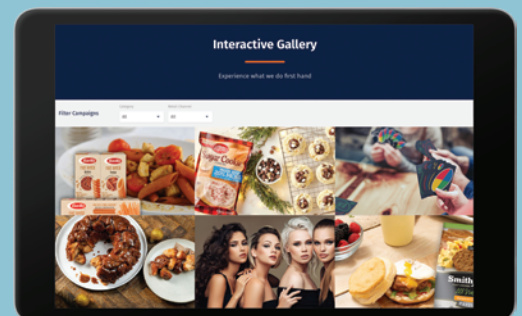
2:40

minutes average engagement time

CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers were matched with their perfect beverage flavor and type pairing based on their personality quiz answers
- **List:** Shoppers explored the brand's story and why they should choose the brand's products as their beverage of choice
- **Add-to-Cart:** Consumers had the opportunity to add beverages directly to their digital shopping carts for purchase

For live examples of our campaigns, click on the interactive gallery button below.



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