



CASE STUDY

Back-to-School Campaign

STORY

A popular food brand was searching for a fun and unique way to engage shoppers while increasing purchase intent of their product portfolio, as well as drive sales in-store and online at Walmart. They were also seeking a partner that could educate shoppers on their classroom rewards program during the back-to-school season.

CAMPAIGN GOALS

- Educate shoppers on the new digital upload process for a school incentive program
- Drive purchase of the participating products at Walmart
- Drive sales lift for featured UPCs

HOW WE HELPED

Breaktime Media worked with the brand to build a fun, interactive, and educational digital experience that leveraged personalized, engaging content to help drive in-store and digital sales at Walmart. They created a back-to-school campaign that educated shoppers about the brand's products as well as their school incentive program.

CAMPAIGN COMPONENTS

- **List:** Shoppers explored an engaging list of kid-friendly recipes, complete with a downloadable coloring activity for children
- **Add-to-Cart:** Shoppers had the opportunity to add featured products directly to their digital shopping carts at Walmart
- **Trivia:** Shoppers were educated about the brand through fun and interactive trivia questions
- **Referral:** Shoppers clicked to learn more about the brand's products on Walmart.com

CAMPAIGN RESULTS



2:30+ mins average engagement time



\$1.5MM+ carted to digital shopping carts

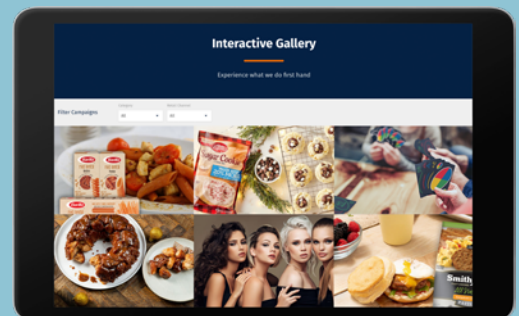


\$3.50+ return on ad spend



1.8% incremental sales lift

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



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