



# CASE STUDY

## Buy/Get Seasonal Promotion Campaign

### STORY

A trusted household products brand was searching for an interactive and informative way to educate shoppers on their products and drive increased sales of their products during the holiday season. They were also seeking a partner that could incorporate a special buy and get offer into the campaign.

### CAMPAIGN GOALS

- Create a Buy/Get promotion to help encourage shoppers to pick up cross-portfolio items
- Support Customer teams by creating unique retailer versions of the experience
- Encourage products to be added to cart for delivery/pickup
- Help increase both brand awareness & purchase intent

### HOW WE HELPED

Breaktime Media worked with the brand to build an engaging and fun digital experience that leveraged personalized, interactive content to boost brand recognition and encourage shoppers to purchase products in-store and online. Shoppers were educated about the brand and its products in addition to being provided exclusive offers to incentivize sales.

### CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers participated in a holiday-themed quiz that recommended the brand's products
- **List:** Shoppers learned about the brand's cleaning products in a themed list demonstrating when to use specific products
- **Receipt Upload:** Consumers had the opportunity to submit their purchase receipt for an exclusive reward
- **Fill-in-the-Blanks Game:** Shoppers filled out an interactive story involving the brand's products
- **Offer:** Shoppers were given an exclusive coupon offer

### CAMPAIGN RESULTS



**90K+** approved receipts



**4** custom retailer iterations created

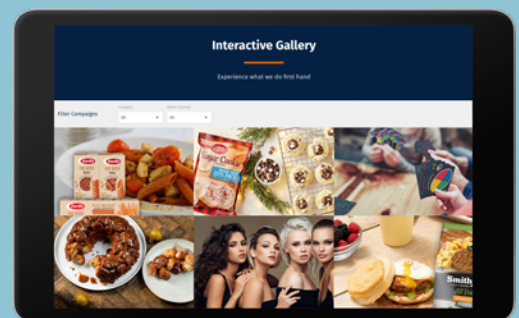


**\$92K** worth of product added to cart



**15%** increase in brand positivity & 9.7% increase in purchase intent

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



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