



# CASE STUDY

## Canned Goods Campaign

### STORY

A popular canned goods brand was looking for an inspirational way to drive awareness and educate shoppers about their charitable initiative while motivating them to make a purchase at participating retailers. In addition, they were also seeking a partner that could execute a receipt verification process as part of the campaign.

### CAMPAIGN GOALS

- Drive awareness and education of the brand and its charitable initiative
- Inspire shoppers to purchase the brand's products at selected retailers
- Encourage shoppers to support the initiative through receipt verification rewards

### HOW WE HELPED

Breaktime Media worked with the brand to build a customizable, digital experience that engaged and educated shoppers about the brand, its charitable initiative, and products by leveraging our personalized, interactive content. The campaign also amplified receipt uploads by incorporating our receipt verification technology in the experience where consumers could upload their proof of purchase to redeem a reward or make a charitable donation.

### CAMPAIGN RESULTS



**\$7.82** return on ad spend



**12.8K** shoppers added to cart



**4.4K** receipt uploads & reminder submissions

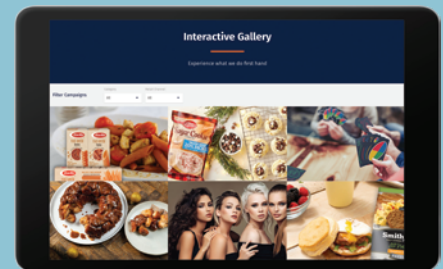


**2:27** mins average engagement time

### CAMPAIGN COMPONENTS

- **Listicle:** Shoppers explored the brand story and their initiative with the non-profit organization
- **Add-to-Cart:** Shoppers had the opportunity to add the brand's products directly to their digital shopping carts for purchase
- **Receipt Upload:** Consumers had the opportunity to upload their receipts within our platform to be able to redeem a reward or make a charitable donation
- **Recipe Filter:** Shoppers had the chance to discover different delicious recipes made with the brand's products

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



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