



# CASE STUDY

## Cleaning Products Campaign

### STORY

A trusted household cleaning brand was searching for an engaging way to drive awareness, educate shoppers, and build excitement around a line of their products. They were also searching for a partner who could implement a chance-to-win sweepstakes and amplify an exclusive coupon offer.

### CAMPAIGN GOALS

- Create awareness of and educate shoppers about the brand's products
- Inspire trial through a sample giveaway and offer amplification
- Drive sales online and in-stores

### HOW WE HELPED

Breaktime Media worked with the brand to build an interactive digital experience that leveraged personalized, engaging content to drive in-store and online sales. The experience also included a chance-to-win sweepstakes by incorporating a form where shoppers could easily submit their information for a chance to win a free sample from the brand. Shoppers were educated about the brand and its products, while also given a convenient way to add products directly to their digital carts.

### CAMPAIGN COMPONENTS

- **Sweepstakes:** Shoppers could submit a form directly within the experience for a chance to win a free sample
- **Video:** Shoppers were able to watch a video to learn more about the brand's products
- **Add-to-Cart:** Shoppers had the opportunity to add the brand's products directly to the digital shopping cart of their preferred retailer for purchase
- **Offer Amplification:** Shoppers were provided an exclusive coupon offer

### CAMPAIGN RESULTS



**52K+** sweepstakes entries



**15K+** add-to-cart & offer clicks

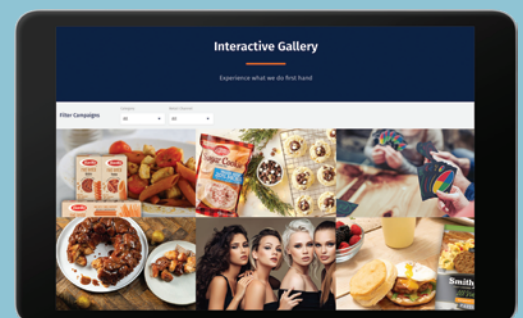


**72K+** unique engagements



**2:01** minutes average engagement time

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



[VISIT OUR INTERACTIVE GALLERY](#)