



## CASE STUDY

# Sustainability Beverage Campaign

### STORY

A well-known beverage brand was searching for an engaging and educational way to drive sales of their products at Walmart, while promoting the initiative they were supporting. They were also looking for a partner who could inspire shoppers to take action by making a pledge in support of the cause.

### CAMPAIGN GOALS

- Increase awareness of the brand and its products
- Drive sales in-store and online at Walmart
- Educate shoppers about the initiative, while inspiring them to take pledge to support the cause

### HOW WE HELPED

Breaktime Media worked with the brand to build an interactive, unique digital experience that leveraged personalized, engaging content to drive in-store and digital sales, while building awareness about the brand and its products. The experience also amplified the initiative by linking directly to the brand page where shoppers had the chance to learn more about the cause and ways they can support.

### CAMPAIGN COMPONENTS

- **Trivia:** Shoppers were quizzed on their knowledge of sustainability and were matched with a beverage based on their location
- **List:** Shoppers explored the different beverage products and ways they are helping the Earth
- **Add-to-Cart:** Shoppers were able to add the products directly to their digital Walmart shopping carts for purchase
- **Referral:** Shoppers had the opportunity to support the cause by virtually taking a pledge to do their part in support of the initiative

### CAMPAIGN RESULTS



**\$16+** return on ad spend



**\$45K+** carted to digital shopping carts

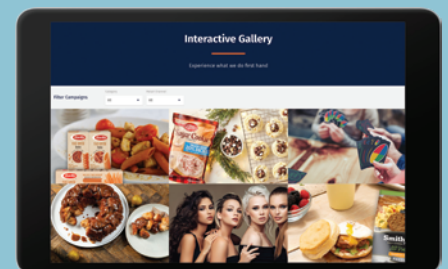


**13K+** referral clicks



**3:20** mins average engagement time

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



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