



# CASE STUDY

## Baked Goods Campaign

### STORY

A beloved baked goods brand was searching for a fun and family-oriented way to boost brand awareness and education around the brand's products. They were also looking for a partner who could successfully execute an interactive, personalized experience to inspire shoppers and drive sales in-store and online at Walmart.

### CAMPAIGN GOALS

- Provide a personalized shopper experience by recommending products tailored to their cooking preferences
- Inspire shoppers to purchase by amplifying family-friendly recipes
- Drive sales in-store and online at Walmart

### HOW WE HELPED

Breaktime Media worked with the brand to build a customizable, digital experience that leveraged personalized, engaging content to increase brand awareness and education on the versatility of the brand's products for every day cooking and baking. Breaktime also provided shoppers with a convenient way to add products directly to their digital shopping carts to drive sales.

### CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers were matched with a delicious recipe using one of the brand's products through a fun quiz that asked about their dinner preferences
- **Add-to-Cart:** Shoppers had the opportunity to add featured products directly to their digital shopping carts
- **Poll:** Shoppers had the chance to vote for when and how they like to use the brand's products through an interactive poll
- **Video Referral:** Shoppers were invited to explore more recipes using the brand's products by clicking on the referral link

### CAMPAIGN RESULTS



**\$2.60+** return on ad spend



**63K+** add-to-cart clicks

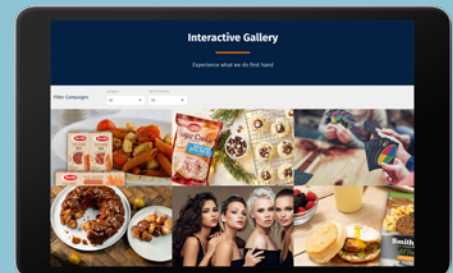


**\$331K+** carted to digital shopping carts



**74K+** total unique engagements

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



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