



CASE STUDY

Holiday Meal Campaign

STORY

A beloved family food brand was searching for a festive and unique way to educate and engage shoppers while increasing brand awareness during the holiday season. They were also looking for a partner that could execute a multi-phase campaign and effectively drive sales both in-store and online at Walmart.

CAMPAIGN GOALS

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

HOW WE HELPED

Breaktime Media partnered with the brand to execute a multi-phase digital campaign aimed at engaging shoppers throughout the holiday season. The campaign leveraged interactive, personalized content to enhance brand awareness and product education, while also providing a convenient way for shoppers to add the featured items directly to their digital Walmart shopping carts to drive sales.

CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers were matched with personalized product recommendations from the brand based on their quiz answers
- **Recipe Filter:** Shoppers discovered delicious recipes that featured the brand's products
- **Add-to-Cart:** Shoppers had the opportunity to add the brand's products directly to their digital shopping carts with one easy click
- **List:** Shoppers received helpful tips to create an unforgettable holiday experience
- **CRM Form:** Shoppers had the chance to enter their information to sign up for the brand's newsletter

CAMPAIGN RESULTS



\$10.60+ return on ad spend*



64K+ total unique engagements



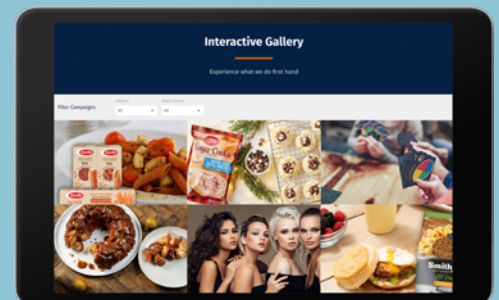
43K+ add-to-cart clicks



\$1.3MM+ carted to digital shopping carts

*per third party sales measurement study

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



[VISIT OUR INTERACTIVE GALLERY](#)