



# CASE STUDY

## Soup Campaign

### STORY

A family soup brand was seeking a fun and creative way to engage and educate shoppers about their brand and products. They also wanted to collaborate with a partner who could effectively boost awareness among shoppers of where their products are available on shelves at nearby retailers.

### CAMPAIGN GOALS

- Provide a personalized shopper experience by recommending products tailored to their flavor and lifestyle preferences
- Educate shoppers about the brand and its products
- Increase awareness of where shoppers can find products on shelves at nearby retailers

### HOW WE HELPED

Breaktime Media partnered with the brand to deliver a fun, digital, and interactive campaign designed to engage and educate shoppers. The campaign used Breaktime's personalized, gamified content to boost brand awareness and product knowledge, while also guiding shoppers to locate the brand's products on shelves at their favorite retailers.

### CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers were matched with one of the brand's products based on their quiz answers
- **List:** Shoppers explored the brand's soup offerings and voted for their favorite flavors
- **Memory Match:** Shoppers enjoyed a fun memory match game showcasing the brand's products
- **Social Aggregator:** Shoppers could explore the brand's social posts and follow them on their social media channels
- **Store Locator:** Shoppers could locate a nearby store where they could find the brand's products

### CAMPAIGN RESULTS



**\$3.00+** return on ad spend\*



**6.7%+** incremental sales lift\*



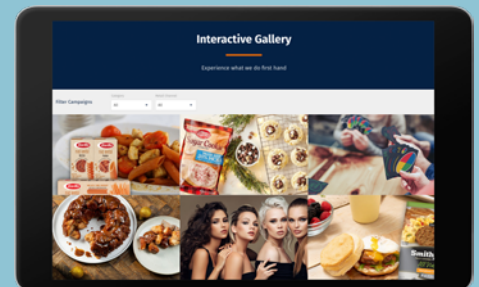
**34K+** total unique engagements



**18K+** store locator searches

\*based on 3rd party sales measurement study

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



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