



CASE STUDY

Laundry Campaign

STORY

A trusted laundry care brand was searching for a playful and interactive way to educate and engage shoppers while boosting awareness around a new product launch. They were also looking for a partner that could help drive sales at Walmart.com.

CAMPAIGN GOALS

- Drive awareness and education around the new product launch at Walmart
- Encourage conversion of the featured product on Walmart.com with seamless carting links
- Build baskets by encouraging shoppers to purchase featured products in tandem with each other

HOW WE HELPED

Breaktime Media partnered with the brand to create a customizable, digital experience that used our personalized, interactive content to boost product education and increase brand awareness. The campaign also provided a convenient way for shoppers to add featured laundry products directly to their digital shopping carts, driving conversion.

CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers answered a series of choose your adventure style questions for a personalized quiz result
- **List:** Shoppers were educated on reasons to believe in the new product
- **Add-to-Cart:** Shoppers were encouraged to purchase the featured product with one easy click
- **Referral:** Shoppers had the opportunity to learn more about the brand's products and purchase at Walmart with seamless carting

CAMPAIGN RESULTS



11%+ incremental sales lift*



56K+ total unique engagements



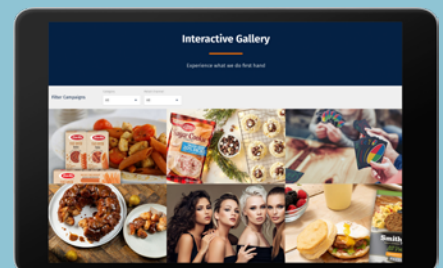
\$226K+ carted to digital shopping carts



40K+ add-to-cart clicks

*per third party sales measurement study

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



[VISIT OUR INTERACTIVE GALLERY](#)