



# CASE STUDY

## Oral Care Campaign

### STORY

A trusted oral care product brand was searching for a fresh, interactive way to engage shoppers while increasing brand awareness and education around their product portfolio. They were also seeking a partner to help drive sales at Walmart, both in-store and online.

### CAMPAIGN GOALS

- Bring awareness to the brand's expanded oral care product portfolio
- Educate shoppers on the benefits and value of the featured products
- Drive conversion in-store and online at Walmart

### HOW WE HELPED

Breaktime Media worked with the brand to build a fun, interactive, and educational digital experience that leveraged personalized, engaging content to help drive in-store and digital sales. To accomplish this, Breaktime created a fun, informative campaign that educated shoppers about the brand's products and provided a convenient way for shoppers to add products directly to their digital Walmart shopping carts for purchase.

### CAMPAIGN COMPONENTS

- **Personality Quiz:** Shoppers were matched with a unique oral care product based on their personality quiz answers
- **Listicle:** Shoppers explored an educational guide to learn how and why the brand's products could improve and protect their teeth
- **Add-to-Cart:** Shoppers had the opportunity to add the brand's products directly to their digital shopping carts at Walmart for purchase

### CAMPAIGN RESULTS



**52K+** total unique engagements

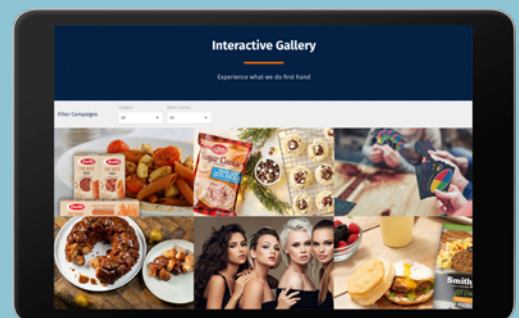


**\$1.6MM+** carted to digital shopping carts



**99K+** products carted digitally

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



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