

Customer

Fruit juice and snacks company

Industry

Consumer Packaged Goods (CPG)

OBJECTIVE

A CPG company wanted to build brand awareness for a new product on social media channels. The goal was to have consumers try the new product and share their authentic experiences and encourage others to do the same.

SOLUTION

Reve Marketing worked with the client to create a month-long sweepstakes campaign that encouraged consumers to try the new product, post a photo and comment about it on the brand's #hashtag channel. Consumers could then register to win one of ten \$100 gift cards. The solution:

- Created an engaging landing page that guided consumers to verify their Twitter/Instagram handle and then click to register and provide permissions for the platform on which they were going to post.
- Provided an email opt-in to be used in brand emails.
- Enabled customers to refer friends and family through email, Facebook or Twitter.
- Reached out to mom bloggers, who helped promote the campaign on their blogs.

RESULTS

