

Customer

Leading CPG brand

Industry

Consumer Packaged Goods (CPG)

OBJECTIVE

A leading CPG brand wanted to increase trial of its lunchmeat and sausages products by their “mom” target audience.

SOLUTION

Reve Marketing created a social engagement campaign for the customer that used a funny video to drive interest and increase participation. With Reve Marketing’s solution and underlying technology:

- Participants were required to watch a short video about the product on the brand’s Facebook Fan Page.
- Only viewers who reached the end of the video saw the tiered offer.
- Participants could click a \$0.55 coupon link or share via Twitter and get a \$1-off coupon.
- All interactions were automatically tracked to measure program awareness, engagement and purchase.

RESULTS

