



Edible Arrangements

2019 Mother's Day In-Store Awareness



The Ask

Build awareness of Edible Arrangements as a Mother's Day gifting option.
Increase YoY Revenue and Traffic both in-stores and online.



Innovation

Interactive Dynamic Living Room Ads with Hulu:
Customizable interactivity to foster greater affinity for the brand and inform viewers about latest products and features.



Execution

We developed a geo-locator ad unit to promote the brand message alongside the address for the nearest physical location. This allowed us to deliver customized ads at scale and drive results both in-store and online.



Results

Users engaged nearly twice as long as with standard pre-roll.

Unique Reach: **1.2M Users**

Promo Codes Generated: **946**

Online Conversions: **5**

CTR on Promo Code Message: **41%**