

CLIENT SPOTLIGHT: KELLOGGS

This month, our client spotlight is focused on Kellogg's use of our patented MasterPack coupon at point of purchase to drive brand visibility and share. The program was very successful, the brand is repeating two additional programs in Q2. We are delighted with the Kellogg's MasterPack success and look forward to continuing to drive brands visibility at shelf.



COCA-COLA CELEBRATES BLACK HISTORY MONTH

In celebration of Black History Month, bBIG was invited to attend and film Coca-Cola's Black History Month Ceremony in Oklahoma City. The event honored the life and success of Charles B. Hall, the first Army Air Corps African American pilot to take down an enemy plane during WWII. bBIG filmed the event and created short videos for Coca-Cola to share at internal company meetings.

CELEBRATING MOTHERHOOD

In honor of amazing moms everywhere, we are offering brands a holistic, digital, social and mobile app marketing campaign via our Beauty & Baby Club community. If your brand's ideal niche is focused on females, mothers with small children, lovers of beauty products, and lifestyle services that help make them and their family's lives better, this tremendous multi-channel campaign will drive incremental reach to accelerate your brand equity and sales with this powerful audience of shoppers. This efficient, co-op campaign will pre-empt Mother's Day by running May 6-12, 2019, so Mom's everywhere can rejoice!

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