

LAURA RILEY BECOMES NEW EVP OF SALES

The bBIG family is excited to welcome Laura Riley, who joined the company as the Executive Vice President of Sales. Riley comes with an impressive track record within the CPG industry, serving most recently as Director of Business Consulting at Catalina USA and Manager of Retail Innovation at Nestle Purina Pet Care. She has joined the firm to focus on expanding our footprint in the retail sector and amongst consumer packaged goods businesses. Welcome, Laura!



MILITARY WIVES SAVING

MilitaryWivesSaving.com social media reached 1.8 million followers in March, with its' [Kit Kat Crunch Dip Recipe](#) soaring as one of the top blogs for the month. Another popular campaign for The Breastfeeding Shop, reached a whopping 294,000 fans on the [Military Wives Saving Facebook Page](#) during a one-month period (and it's still soaring!).



TYSON CAMPAIGN HELPS TO INCREASE SHOPPER ENGAGEMENT IN THE FAR EAST

Military shopper engagement in the Far East increased significantly following a four-month Tyson marketing campaign that focused on promoting Sara Lee Deli products to sixteen (16) targeted bases in Japan, South Korea and Guam. Prior to programming, only South Korea was ranked in the Top 10 OCONUS countries in terms of shopper engagement. After the four-month campaign all three countries are ranked in the Top 5 overseas locations.



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