

DAISY MASTERPACK

This month, bBIG will be promoting the Daisy brand through in-store MasterPack coupons to help the brand reach category shoppers at the point of purchase. For this program, bBIG will be producing thousands of \$0.50 coupons for Daisy Brand Cottage Cheese, which will be featured in on-shelf coupon dispensers across multiple store locations.



SIDEWALK SALE VIDEO

As part of Military Appreciation Month, commissaries and exchanges worldwide will be hosting outdoor sidewalk sales, which will feature extra savings and special deals. bBIG will be promoting these sidewalk sales through military spouse video blogs and Facebook Live events. Sidewalk sale programming will run through the end of May.



SOCIAL MEDIA

Brands who are hesitant to go “live” on Facebook may soon be able to get into the game, without all the stress and anxiety. Facebook is currently testing a new video format with a few select publishers called Facebook “Premieres.” This will allow video creators and publishers to post prerecorded video as live footage, enabling fans to comment in real time (like in a messenger-like format) and interact with content just like “live” features.



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