

CLIENT SPOTLIGHT: WONDER DRINK

Launching new products takes extreme skill and finesse, so we're honored to be chosen to help Wonder Drink market it's recently launched line of ready-to-drink Prebiotic Kombucha. As a 2018 Beverage Innovation of the Year award winner, this powerful unique, functional line of beverages helps solve consumer health and wellness needs in a convenient form, while providing the on-point flavor profiles shoppers are looking for.

[Learn More](#) about Wonder Drink



ON-PACKS PROMOTE IN-AISLE SHOPPER CONVERSIONS

In today's world of countless options for consumer-packaged food brands, flavors, sizes, and forms, it is pivotal for brands to differentiate themselves in-aisle. This final opportunity to capture the heart and wallet of a shopper can be swayed by the consumer proposition shared on shelf or on a package itself. Del Monte Foods' College Inn Broth recently utilized the power of an on-pack instant-redeemable coupon (IRC) to drive targeted sales during their optimal, cold weather season to maximize their share amongst their competitors. On-Packs are a cost effective, targeted point of sale vehicle to consider including in your marketing mix. They can be flexibly designed to share savings, instant or mail-in-rebate, recipes to drive new product usage occasions, entry vehicles for sweepstakes, and more.

[Learn More](#) about College Inn



bBIG PREPARES FOR 2019 MIAA CHAMPIONSHIPS

This month, bBIG will be producing the official 2019 MIAA Hockey Tournament Program, which features the teams competing for the state championship title in Massachusetts. The tournament consists of more than 145 high school hockey games in 20+ venues, all leading up to the State Championship games at TD Garden on March 17th.

