

CLIENT SPOTLIGHT: REID SUPPLY

bBIG Communications is assisting Essentra Plastics LLC. with the rebrand of their industrial supply division. Reid is a premiere provider of branded and private label industrial components to the US manufacturing market. Reid is dedicated to meet the needs of customers through enhanced productivity, reliable delivery, and value at every interaction. To learn more visit www.reidsupply.com.

DeCA HEALTHY FAMILY HEALTHY PET

The “Healthy Family, Healthy Pet” Text-to-Win Program will be running in June and shoppers can enter via text for a chance to win a \$25 Commissary gift card, and 100 winners will be chosen.

The “Healthy Family, Healthy Pet” sweepstakes will be promoted both in-store and online. In-store danglers will highlight participating brands and consumer engagement at point of purchase in participating Commissary stores. The program will also be promoted via a custom, military spouse influencer video, which will be featured in emails, on the My Military Savings website, and in the My Home Base Digital Circular.

Featured brands include Johnson & Johnson, Starkist, Hillshire Farms, General Mills, Frito Lay, Del Monte, Nestle Purina and L’Oreal.

There are more joint programs being offered in the back half of the year, including Back to School, Veterans Day and Holiday programming. Please contact your bBIG representative to learn more.