

HOW ACADIANA MALL PROPELLED PAW-SOME PUP PARTY TO SUCCESS WITH ATTENDANCE OF 1,000

with M360 and Social Media

THE PROBLEM

DRIVING ATTENDANCE TO AN IN-CENTER EVENT

Acadiana Mall held a PAW-SOME Pup Party. The event was based off the hit animated TV show, Paw Patrol. Paw Patrol stars a pack of rescue pups who work together to protect the community. The theme allowed Acadiana Mall to provide children with more than just a character appearance.

THE SOLUTION

SIMPLE, EFFECTIVE MARKETING

The event was advertised using digital assets only. Assets included mall website, Facebook and Pocketstop's M360 program. A text broadcast was sent to [7,800 mobile numbers](#) inviting guests to the event and driving them to mall website for more info. A boosted Facebook post published one week prior to the event received 286 likes, 446 shares and 184 comments.

THE RESULTS

HIGHER THAN EXPECTED PARTICIPATION

Over 1,000 attended (400 before 11am). Chick-fil-A sales went up by 9.5%. Build-A-Bear Workshop Sales were \$9,180. BABW had to replenish the Chase police pup four times before 1pm, they also sold many Marshall fire dogs. The characters were not licensed so they were able to save a significant amount on rental fees.

Retailer participation and other activities:

- Lafayette Police Department and Lafayette Fire Prevention distributed safety information. Lafayette Fire Prevention passed out plastic fireman hats and badge stickers
- Project Front Yard provided activity books and education on ways to keep the community beautiful
- Coca-Cola donated Tum-E Yummies –we passed out to the line
- Build-A-Bear donated paper party hats and masks
- Chick-fil-A brought out the firefighter cow
- JCPenney portrait studio set up a table with register to win box and also provided face painting
- Acadiana Mall gave out Paw Patrol award medals from Oriental Trading and Paw Patrol sticker filled Easter eggs

THE RESULTS

EFFECTIVE AND TIMELY COMMUNICATION

1,000 in attendance (400 before 11am)

Chick-fil-A sales up 9.5%

Build-A-Bear Workshop Sales: \$9,180 BABW had to replenish the Chase police pup four times before 1pm, also sold many Marshall fire dogs

"These characters were not licensed and as such we were able to save a significant amount on rental fees."



Get the right message to the right people at the right time.

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