

SPONSORED CONTENT

PROMO
TOP

CASE STUDIES

Shops

In the summer of 2014 Legacy created an experiential and digital campaign for Tic Tac highlighting the brand's versatility and extensive portfolio of flavors. Consumers are aware of Tic Tac, but not necessarily of the breadth of products available to them. The goals of this campaign were to create memorable engagement while also driving sampling of Tic Tac products and generating social buzz and amplification.

While Tic Tac prides themselves on being a product for any and all consumers, the focus of this activation was centered around millennials – the young, up-and-coming demographic that is aware of Tic Tac but may not have the product readily in their consideration set. Knowing this audience craves memorable experiences (they're known as the FOMO generation for a reason), unique opportunities, and the idea of self-expression, Legacy created the Tic Tac My Pack Tour – a cross-country activation that met millennials where they are most active, at music, art, and culture festivals in the United States including Tortuga Music Festival, Spring Jam in Minneapolis, and Sweetwater 420 Festival. These festivals provided minimal clutter for increased consumer interaction while also allowing for large amounts of brand exposure.

At the events, festival attendees were presented with empty Tic Tac boxes labeled with high-tech RFID stickers, which allowed for customization and step-by-step tracking while they created and named their very own mix of the popular mint. Guests, who were unaware of all of the different flavors Tic Tac had to offer, mixed and matched any of the 13 different flavors to create their ideal pack, complete with a customized name and color scheme – allowing consumers to express themselves while also being provided the instant gratification of seeing their creation come to life.

Face-to-face interaction at the event was vital to create brand loyalists and advocates in millennials. Knowing this demographic



CONTACT INFO

MICHELLE GALLAGHER
MICHELLE.GALLAGHER@LEGACYMP.COM
312.799.5460
WWW.LEGACYMP.COM

CAMPAIGN: TIC TAC MY PACK TOUR
CLIENT: TIC TAC
AGENCY: LEGACY MARKETING PARTNERS

lives on the second screen, Legacy drastically expanded the reach of the events by utilizing Tic Tac's hashtag for the entire tour, encouraging guests to #ShakeItUp with Tic Tac. To further promote social sharing, a green screen photo activation, as well as a larger-than-life, 8-foot tall Tic Tac pack was provided for guests to take photos in and instantly share on their channels and exponentially increase brand impressions from the target market directly to their peers.

To further reach the social-centric target audience while also expanding Tic Tac's fan base and extending the life of the event, consumers had the opportunity to log onto tictac-mypack.com to create a digital version of their ideal Tic Tac pack to share with their friends on social media. To provide gratification for their participation, Tic Tac surprised randomly selected users by sending them their digitally-created Tic Tac My Packs, adding a sense of spontaneity to the program.

The Tic Tac My Pack program greatly exceeded expectations, exceeding sampling goals by 28% and custom pack creation goals by 31%. In addition to generating outstanding sampling numbers, the Tic Tac My Pack tour also met its goal of reaching millennials, as nearly 70% of the 100,000 face-to-face interactions fell into the target audience. The tour was so successful that Tic Tac continues to extend the tour into the late summer

and early fall to best meet demand. The My Pack

Tour provided a great example of the power of combining experiential activations with digital extensions creating a 360-degree experience – fully encompassing the Live + Digital philosophy that Legacy Marketing Partners prides themselves on.