



Major Grocery Chain

150+ parenting influencer creators

Across 12 thematic campaigns

200 Social Posts & 1,256 authentic images

Reaching 12.6M People

Reused by agency
in digital & print



tidal labs

The In-Store Experience Brought Online

A major grocery chain has executed more than a dozen monthly campaigns (and counting!) around holiday themes and to bring awareness to new product launches.

- ✓ **150** family influencers participated—based upon audience geo-targeting
- ✓ **12.6 Million** were reached through **200** social posts
- ✓ **1,256 high-quality images** were created and reused in owned channels and across marketing endeavors

Fall Bucket List With a Toddler

escrito por Jaqueline Spadoni



My absolute favorite time of year is fall. I love all the smells and flavors of the season! I love the holidays and the wardrobe. I love it all. And one thing I really want to experience this year is some fall activities with my kids. This summer baby Raphael was born and I feel like we end up spending too much time inside of the house adapting to life with a toddler and a newborn. So I want to challenge myself this fall season to complete a kid friendly bucket list. I want to make sure this bucket list helps me to focus in on the joys of the season, spending quality time with my kids and of course having some fun.

