



Easter 2019.

Child & baby

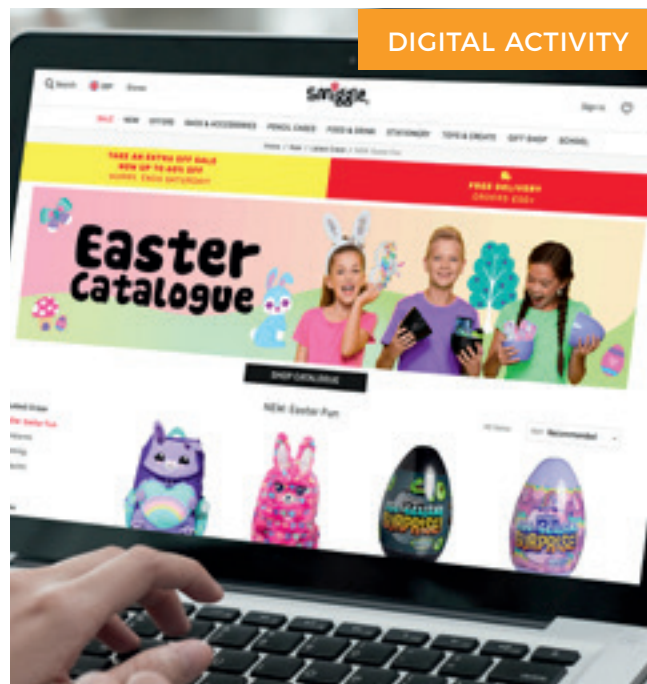
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Fun is the name of the game for Smiggle, and the brand showcased that at Easter, going big and bold with its in-store POS posters and engaging with 'Smigglers' online.

Parents looking for alternatives to chocolate over the break could treat their little ones to an Egg-celent surprise egg, which included stationery and novelty presents, available at two for £25 with either a unicorn or dinosaur theme.

It also pushed arts and crafts-style games for them to try while they were enjoying the school holidays, and novelty bunny ears to get them in the spirit of things.





Playing on their competitive instincts over Easter, Smyths advertised competitions online and in-store to win prizes that ranged from chocolate eggs to trampolines.

Outside, its Easter opening hours were clearly displayed for parents planning their shopping schedule.

And on social media the brand highlighted tech offers for slightly older kids, with an Xbox One S bundle, including four games, discounted at £219.99 over the break, perfect for keeping them quiet!



“Online and in-store competitions were central to Smyths’ Easter campaign, a great way to get them engaged with the brand and forge a stronger bond going forwards.”

Natalie Somerville
Strategy & Creative Director



The Entertainer was looking to inspire their creative side over the break, running an Easter bonnet competition on its social media with the chance to claim a £50 gift card.

The brand also made efforts to get kids engaged with more traditional forms of entertainment, with a contest to win tickets to musical 'Where is Peter Rabbit?' at London's Theatre Royal Haymarket.

In-store, it was as bright and colourful as you'd expect, with POS boards displaying characters from popular animated series Masha and the Bear.





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Thank you

Get in touch for more information
or to discuss opportunities for your business

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