



GETTING CARRIED AWAY FOR A CLIENT

AKHIA's innovative sweepstakes execution and comprehensive social media strategy led to increased awareness, traffic and engagement for BABYBJÖRN's new Baby Carrier We.

SWEEPSTAKES + SOCIAL SUCCESS

245,000
impressions

2,100
sweepstakes entries

1,600
clicks to the
product page on
BabyBjorn.com

189,000
targeted Facebook users

18.5%
eblast open rate

12,700
engagements on
social post entries

46,000
Twitter followers reached

5.7%
click-through rate

WHAT DROVE OUR SUCCESS?



Comprehensive Clicks
Our campaign was complete and integrated, tying together social posts, eblasts, social ads and a sweepstakes landing page.



Parenting Pulse
We aligned our efforts with BABYBJÖRN's target audiences.



Aspirational Appeal
The product's unique features and sophisticated branding helped it to resonate.

