



PRODUCT SAMPLING WITH BUILD-A-BEAR WORKSHOP!

Since opening it's first workshop 25 years ago, Build-A-Bear has grown into a multi-generational brand that is recognized by and has connected to consumers worldwide. With over 200+ million furry friends sold, this brand continues to grow in explosive popularity appealing to Moms and kids everywhere!

OVER 80% OF MOMS SAY BUILD-A-BEAR IS "A BRAND THEY TRUST" AND OVER 80% OF KIDS SAY IT'S "FUN TO VISIT"!

A "BEARY" Sweet Opportunity

Through BrandTelligent's **NEW Build-A-Bear Workshop Sampling Program**, brands can now reach up to 300K Build-A-Bear customers per month (Moms with kids 2-12) who visit any of the 300+ Workshops inside Walmart and Shopping Malls nationwide!

Your product will be exclusively featured as the "free gift" hand delivered by a Build-A-Bear associate alongside every purchase of a furry friend.

This high profile opportunity may be executed on a small or large scale with customized quantities and timing to align with your product launches, promotions and budgets.



DEMOGRAPHICS

Moms with Kids 2-12



REACH

Up to 300k Shoppers per Month



LOCATIONS

Workshops Located Nationwide in Walmart and Shopping Malls



MINIMUM QUANTITY

30k



DEADLINE

5 Weeks Prior to In-Store Distribution

brandtelligent

Trial • Awareness • Engagement • Relationship

We Use a "PAW"some Approach with Multiple Touchpoints Along the Consumer Journey.

We ensure your brand message is communicated continuously!

First, samples and offers are hand delivered with a printed cover card that has a QR code which prompts the target consumer to participate in an AI-Driven interactive conversation with the brand "BrandVersation" creating deeper consumer engagement and stronger conversion. BrandVersations **yield average engagement rates between 65-79% and conversion rates of 9-18%** and includes custom calls-to-action based on the brand's objectives:

- Surveys
- Product Reviews
- 1st party data captures
- Add-to-Cart connectivity
- Drive to retailer or brand page
- Emails pushed to CRM in Real Time

Scan the QR to see an example of a "BrandVersation".

We continue to generate brand awareness and reinforce the message by leveraging our partner's effective marketing platforms. Your sampling campaign is supported by branded counter cards at registers, prominent storefront signage, Build-A-Bear radio ads, Instagram and Facebook Stories, and banner ads on **2 million** emails sent to Build-A-Bear customers.



It's All in the "TEDDY"ous Details



SAMPLES

Up to **75K samples per week** are hand delivered at checkout by Build-A-Bear Associates with purchase of every bear. (30K minimum)



QR CODE SURVEY

AI-driven interactive consumer survey allows brands to capture 1st party data, product reviews and **REAL** feedback while driving purchase through **BUY NOW** or **add to cart connectivity** at retailer and brand checkout pages.



CRM INTEGRATION

1st party data from the AI survey may be pushed to select CRMs in real time allowing brands to **create** and **send immediate follow up communication** to consumers while still actively engaged with your product.



SOCIAL

Brand Stories and Tags on Build-A-Bear's Instagram and Facebook social platforms increases product awareness and followers while driving traffic in-store to pick up your free sample.



SIGNAGE

Custom **5X7 counter cards at registers** and **40' digital or floor stand signage at entrances** of over 300 Build-A-Bear storefronts. Signage will be displayed for the duration of the distribution.



RADIO

30 Second Brand-Dedicated Radio Ads played hourly in all Build-A-Bear locations while sampling distribution occurs.



EMAIL CAMPAIGN

Banner ads on emails sent to **2 million Build-A-Bear customers** leading up to the sampling activation!



DATA INSIGHT REPORT

KPI report provided at completion of program.

For more information and pricing, contact the BrandTelligent team at info@brandtelligent.com

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