



NEW PRODUCT LAUNCH & RESOURCE ENGAGEMENT

Activation: Dandy Day Laundry Detergent was looking for a giveaway to incoming College Freshman to promote their new detergent pods. Dandy Day recently launched an app that provides consumers with expert tips on how to remove stains, best ways to wash delicates and how to separate your laundry for best results.

Dandy Day wanted a gift that could be used in the laundry room or on the go. Dandy Day chose the **PopMount 2 Flex** with the **PopGrip - Swappable** as the giveaway item for all incoming Freshman across 130 Colleges and Universities. The giveaway pack also included samples of the Dandy Day's newest detergent pods as well as a custom backer card with instructions on downloading Dandy Day's app.

They liked the **PopMount 2 Flex** because the consumer could wrap this around a free standing object or simply use it as a phone stand when watching Dandy Day "how to" videos. Dandy Day provided the consumer with a 25% discount on any Dandy Day product when they posted a photo using the hashtag #ItsaDandyDay. The promotion was a huge success resulting in another reorder by Dandy Day for an additional 150 Colleges and Universities.



PopMount Flex 2



PopGrip - Swappable