

NATIONAL PINK DAY

VICTORIAS SECRET

OBJECTIVE

Victorias Secret enlisted SEG to create a fun moment around National Pink Day to drive sales once consumers were in store.

Consumers were gifted a confetti-filled balloon with purchase that they got to pop to reveal their prize. Prizes included a mystery discount card, a PINK mini dog, or exclusive product. SEG staffed each participating location with brand ambassadors to draw traffic and serve treats.

SERVICES

- IDEATION
- EVENT MANAGEMENT

