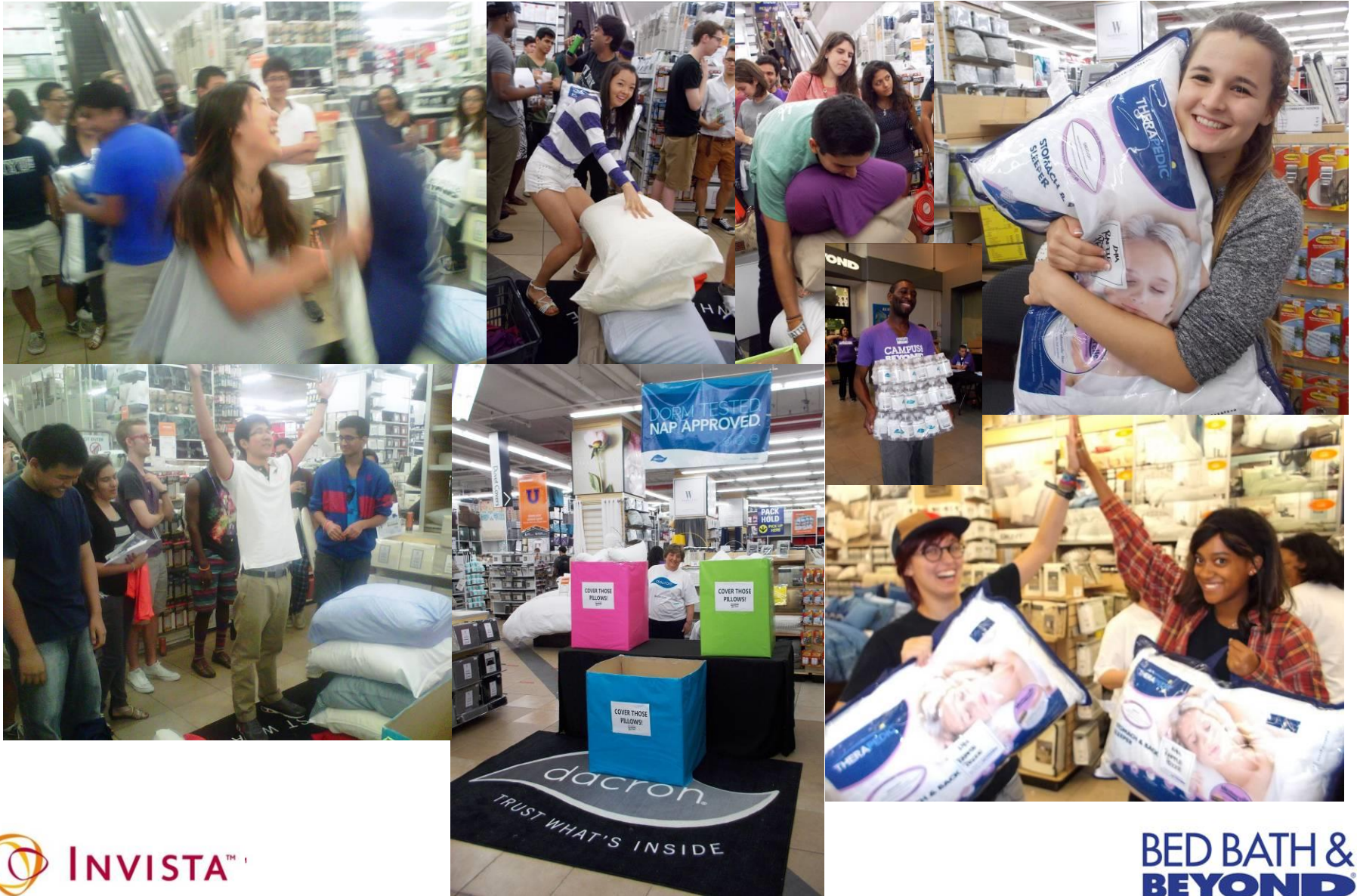


Overview

- Strategy:
 - Target a younger demographic by using a combination of in-store marketing and social media tactics to bring DACRON® brand messages to consumer audience at Bed Bath & Beyond
- Tactics:
 - NYU College Load-In and “Bed Bath & Beyond After Dark”
 - Pre- and Post-Event Social Media
 - Dacron.com Website (Blog)
- Results:
 - Engagement with more than 1,000 college student shoppers and parents
 - xx Pillow Winners
 - xx Dacron-branded t-shirts given away
 - 450+ brand mentions on social media in 3 hrs.

Cover Those Pillows Event – The Ultimate Pillow Challenge at “Bed Bath & Beyond After Dark”



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