

Retailer Brand, Shilav, uses Pico as an innovative way to launch its Disney partnership

with a perfectly executed offline/online activation

THE CHALLENGE

Shilav is the leading retailer in Israel for baby products and merchandise. Collaborating exclusively with Disney, they were about to launch, for the first time ever in Israel, the Disney Baby Plush Dolls for ages 0-2.

With growing popularity and increased in-person store visits, Shilav wanted to revamp and revitalize its digital campaigns, with a major focus on brand awareness and their partnership with Disney.

THE SOLUTION

Shilav used Pico to create and launch an interactive guessing activation that was promoted from their flagship store as well as on their Facebook and Instagram channels. The activation called on customers to guess how many Disney Plush dolls were inside a large glass container located in the center of the store for a chance to win a 1,000 shekel gift card.

THE RESULTS

Pico's activation enabled Shilav to connect with consumers in a new and engaging way with no additional development time needed.

HIGH PARTICIPATION

Facebook posts featuring the guessing game received **~62% CTR with a total of ~10K participants.**

1

HIGH INTEREST

Shilav saw **14% CTR on the offers at the end of the activation** which drove customers directly to Shilav's online store.

2

FAN FAVORITES

Shilav learned valuable insights like which products their audience is most interested in with **18% of participants clicking on a Mickey Mouse offer.**

3

ALL IN ALL

Shilav proved successful in showing the concept that what's happening in-person - "offline" - can also be utilized for various campaigns on digital channels to drive high engagement and customer involvement quickly and efficiently with a simple, compliant and safe data capture.

Their audience loved the experience and now Shilav can utilize Pico's insights to develop more accurate and personalized customer profiles for scalable marketing campaigns.

