



## Samples, giveaways, and gameplay introduced the brand to shoppers

FUZE® Iced Tea launched their products in Walmart stores in 2025, kicking things off with a strong in-store engagement strategy that garnered results lasting well beyond the campaign. Centering around an experience that allowed shoppers to indulge in samples of varying flavours, the brand also included gameplay and giveaways in conjunction with a well-established soccer event to drive interest, engagement, and results.



## Executing a winning formation

Who

FUZE® Iced Tea

What

Driving brand and product awareness through samples, free soccer related game play, and prize giveaways.

How

FUZE® Iced Tea served samples of four flavours of their products in 20 stores across four provinces, introducing shoppers to the brand and products. They also encouraged shoppers to participate in free gameplay for prizes centered around a recognized international soccer event, increasing interest and engagements.

## A winning match

The combination of delicious samples and interactive game play made for a perfect match.



108%

Of sample goal reached

53%

New-to-brand customers amongst incremental sales

+6K

Game participants

+16%

Growth in unit sales seen in stores with campaign activity

Ready to drive results and create an experience unique to your brand?  
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