

Candy Crush Sweet Treats Sweepstakes

The Challenge

A major Quick Service Restaurant client needed a more dynamic way to promote their brand. They lacked a meaningful presence on social media and had no streamlined process to capture loyal customer information. Additionally, they were looking for a strong co-branding opportunity to amplify engagement and awareness through a high-profile partnership.



Solution

In collaboration with the client's existing agency, TSC brought together Yogurtland and Candy Crush to develop an engaging, interactive website. Visitors could enter a sweepstakes by submitting their information and play a mobile-friendly candy puzzle game for a chance to win instant prizes—designed to encourage repeat interaction and brand engagement.



Outcome

Over 476,000 users visited the site during the 10-week promotion. More than 321,000 entered the sweepstakes, and 700 instant win prizes were awarded. The campaign significantly boosted brand visibility and customer interaction, leading to stronger recognition and increased repeat business for the client.

By combining strategic partnerships with interactive digital experiences, TSC helped our client overcome key marketing challenges and deliver measurable results. We pride ourselves on being a trusted partner who brings proven solutions to every opportunity.

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