



# **Build A Better Lunch Box**

## **Multi-Brand Giveaway**

**January 2018**



Wild Planet invited the eleven brands shown below to participate in a multi-brand social media promotion - the **Build a Better Lunchbox Giveaway** -- designed to leverage the social media reach of all partners and provide all brands with a database of entrant email addresses, at the conclusion of the event.



SIR KENSINGTON'S





Each participating brand shipped 12 units of the product(s) they wished to include in the prize packs to the Wild Planet Shipping office, where Sarah styled and photographed all items to illustrate the prize to be awarded to each of the the 12 winners selected.

Each brand was provided these images to use to promote the giveaway across their social media platforms.





sirkensingtons • Following

sirkensingtons We've teamed up with some amazing brands to help you achieve new year goals by eating nutritiously and deliciously along with striving to live a sustainable and eco-friendly lifestyle. Enter through the link in our bio for your chance to win these quality products to build a better lunchbox! We'll be picking 12 winners. Good luck!

sirkensingtons .

#sirkensingtons #homecooking #feedfeed @thefeedfeed #f52grams #heresmyfood #huffposttaste #bareaders #foodporn #thekitchn #foodwinewomen #vscofood #onthetable #foodstagram #foodgawker #foodgram #homecooking #FWx



373 likes

JANUARY 2

wildplanetfoods

Each brand posted the giveaway details for two weeks using the images provided as well as their own unique images



lantanafoods • Follow

lantanafoods 🍌GIVEAWAY ALERT🍌

- Let us help you start 2018 on the right foot by building a better lunchbox and taking steps to live a healthier, more sustainable and more eco-friendly lifestyle! 🌱

- 🎁 For a chance to be one of 12 lucky winners of the amazing products shown in this post, just click on the link in our bio by midnight PST on 1/15. . Good luck!!! 🍀



335 likes

9 HOURS AGO

Add a comment...



# Results...

1,437  
New  
facebook  
Followers

459  
New  
Instagram  
Followers



wildplanetfoods • Following

wildplanetfoods Let us help you start the new year on the right foot by building a better lunchbox to live a healthy, sustainable and eco-friendly lifestyle! To win these quality products, enter through the link in our bio. We'll be picking 12 winners! Good luck!

wildplanetfoods #wildplanet #wildplanetfoods #rethinkfastfood #fuel #protein #omega3 #paleo #keto #sustainableseafood #sustainability #lowcarb #eatclean #fuel #paleoathlete #healthyfood #newyearsresolution #sustainable #ecofriendly #buildabetterlunchbox #healthynewyear

foodfamilywine @princesstatjanathefirst @vida415 @megan0047

jase\_x2 Where can I find your brand in Hawaii?

86 likes

12 HOURS AGO

Add a comment...

3,091  
Email  
Addresses  
added to the  
WP database

12  
Happy  
Prize Winners