

THE CARE CRATE CO.



THE GOAL

The Care Crate Co. specializes in delicious, high-quality snack boxes and care packages. Featuring many of the world's most widely-recognized consumer brands, including Skittles, Cheez-It, Skinny Pop, Huggies, Banana Boat and more. The Care Crate Co. gives customers the opportunity to easily provide snacks, healthy foods and meaningful gifts to the special people in their lives.

Perfectly Pitched was hired to elevate brand awareness, spread the message of the company's offerings, its devotion to spread happiness and positivity through curated care packages, as well as highlight The Care Crate Co.'s executives as industry thought leaders.

SOLUTION

Through a comprehensive public relations program, Perfectly Pitched performed media outreach to further introduce The Care Crate Co. to key food & beverage, lifestyle and consumer-facing journalists nationwide.

Perfectly Pitched provided multiple product samples to top editors and reporters, which resulted in a number of positive product reviews that helped generate awareness of the company's unique snack and specialty care packages. Perfectly Pitched has secured coverage in publications such as Reader's Digest, Woman's Day, PCMag, and more.

At its close, the campaign generated over 161,208,600 impressions.

PLACEMENTS



AT A GLANCE

GOALS

- Increase visibility
- Create positive consumer engagement

BENEFITS

- 161,208,600 campaign impressions



PERFECTLY PITCHED, LLC

Creating high level media relations for companies in Lifestyle, health and wellness, and nonprofit.