

EINSTEIN BROS CELEBRATES #NATIONALBAGELDAY



The Challenge: Increase brand awareness and drive sales with a social media campaign centered around National Bagel Day.

The Sway Solution: Sway influencers used the momentum behind celebration day hashtags on social media to capture attention and steer organic conversation on #NationalBagelDay towards Einstein Bros Bagels. Influencers created original lifestyle images for both Instagram and Twitter that supported branding goals, communicated a sales promotion, and helped forge a positive consumer connection between Einstein Bros and National Bagel Day.



The Results:

- ✓ 200 pieces of content flawlessly showcasing the brand aesthetic
- ✓ 7,400 social engagements
- ✓ A significant increase in National Bagel Day engagement compared to 2016