

# HEFTY'S LIVE EVENT SHOWS BRAND STRENGTH AND HUMOR



**The Challenge:** Create conversation and engaging content around the new Hefty® Ultra Strong™ trash bags. Highlight an entertaining commercial featuring John Cena

**The Sway Solution:** To allow influencers to experience Hefty products in a fun environment and play on themes from the brand's popular John Cena commercial, Sway hosted an Olympic-themed Live Event to showcase the ultra strong bags. Hefty messaging and products were featured in everything from the decor and signage to games and activities. A Twitter party, blog posts, and social media amplification greatly extended the reach and engagement from the event.



## The Results:

- ✓ 64K+ total pageviews
- ✓ 3.6K+ clicks to client website
- ✓ 17K+ earned engagements
- ✓ Significant number of consumers committed to try Hefty® Ultra Strong™ trash bags