

Target Audience:

Company meeting attendees

Primary Objective:

Hold a virtual meeting with participant engagement



Strategy and Execution:

- The Taco Tuesday Night Gift Set was sent out to the participants of the meeting along with a shopping list and document explaining the event details
- The company hired two chefs to cook 4 different taco meals using the Taco Tuesday Night Gift Set and produced a video
- The video was shared with registrants of the event and were challenged to cook their own feast, take pictures and/or videos to share during the meeting

Results:

The virtual meeting was a great success; it generated lively participation which created buzz by word of mouth leading to increased social media exposure for the company

