Hudsonville Pint Day

Category: Campaigns & Brand Strategy
Client: Hudsonville Ice Cream

Goal

Support brand awareness and consumer engagement around Hudsonville Ice Cream's annual Pint Day promotion, encouraging audiences to redeem free pint coupons and engage with the brand online.

Strategy

Collaborate with Hudsonville Ice Cream as a partnered content creator to promote Pint Day through authentic, lifestyle-driven content designed to feel organic and relatable rather than overly promotional. Content showcased the product in real-life settings while clearly communicating promotion details and call-to-action.

What I Created

- Concepted, filmed, and edited original photo and video content
- Wrote all campaign captions and promotional messaging
- Created Instagram Stories to support launch-day visibility
- Edited and styled visuals to align with brand tone and guidelines
- Coordinated content delivery and reporting with campaign lead

Where It Lived

- Instagram feed
- Instagram Stories

Outcome / Impact

- Supported awareness of Hudsonville's Pint Day promotion
- Drove traffic to the Pint Day landing page through Stories and captions
- Generated strong engagement across both feed posts and Stories
- Contributed to a multi-creator campaign supporting consumer participation

Selected performance highlights:

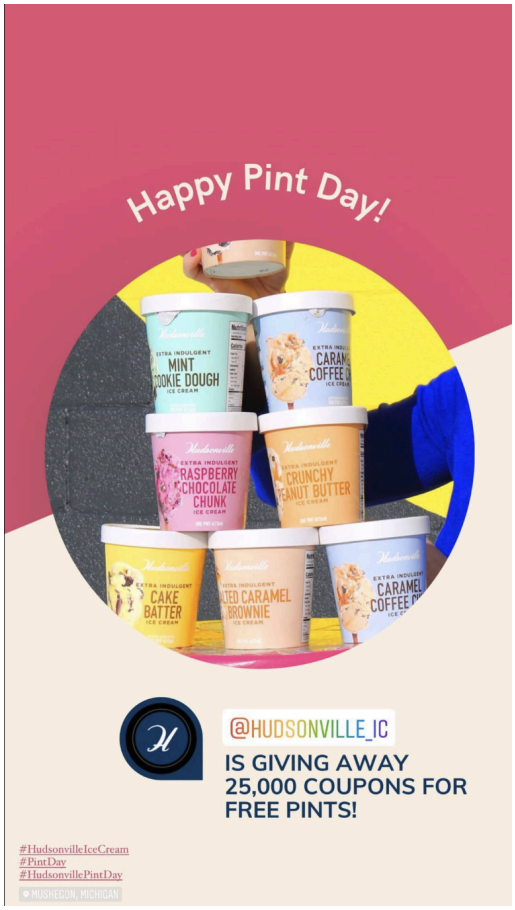
- Feed posts reached 400+ users each with engagement rates above 3%
- Instagram Stories generated 500+ total views with link clicks to the Pint Day website
- High comment activity indicating active audience interest and intent

(Campaign active at time of partnership.)

Visuals



Instagram feed posts — paid partnership





Instagram stories — paid partnership