

# 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:

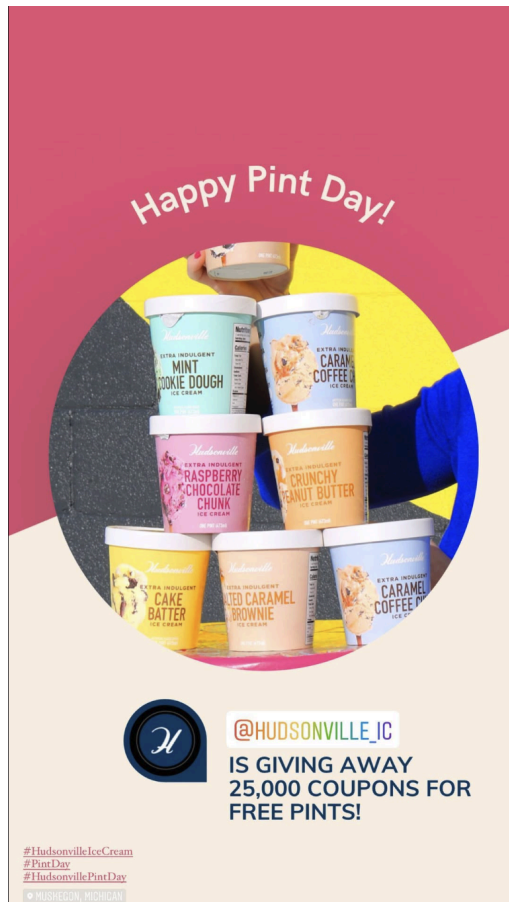
- Feed posts reached 400+ users each with engagement rates above 3%
- Instagram Stories generated 500+ total views with link clicks to the Pint Day website
- High comment activity indicating active audience interest and intent

*(Campaign active at time of partnership.)*

## Visuals



Instagram feed posts — paid partnership



Instagram stories — paid partnership