

# Do-It Corporation Wobbler Helps Draft Kings and Hampton Farms Drive Interest In Its Fall In-Store Football Promotion

Draft Kings and Hampton Farms recently partnered for a "Get Nutty" football promotion where customers can win \$25,000 in total prizes. To help promote this contest, Draft Kings and Hampton Farms decided an in-store wobbler would be a good method for generating interest and sharing information.

The Do-It Corporation 2-PWB wobbler is digitally printed with bright, attention grabbing colors and a QR code. The colors and the information get noticed and the QR Code allows customers to use their phones to quickly scan for more information about how to win.



The wobbler is designed to fit into standard price channels but also has adhesive so it can be placed almost anywhere in the store.



This wobbler is designed to fit into standard price channels but also has adhesive so it can be placed almost anywhere in the store.



While the primary objective may be to build on brand loyalty by getting people to learn more about the "Get Nutty" contest, the wobbler also draws attention to the Hampton Farms products in the store. One Do-It Wobbler — two merchandising benefits for Draft Kings and Hampton Farms.



2-PWB