

Hershey's

Drives 2X lift across recall, consideration, and purchase intent



The Goal

Every holiday season brings with it a surge of familiar advertising.

In this busy time of year, Hershey's saw an opportunity for Holiday Bells to show up differently and become part of the short, everyday mobile moments that shape how players savor the season.

To bring its 35-year tradition into those moments, Hershey's partnered with Xbox Media Solutions to introduce Holiday Bells directly into Candy Crush Saga [gameplay through immersive, rewarded experiences](#) that invited players to engage rather than just watch.

The Solution

The campaign elevated Hershey's Holiday Bells into Candy Crush's most attentive moments, guiding players from awareness to intent.

- [Rewarded Video](#) reintroduced the iconic jingle in an opt-in environment built for attention.
- A custom Candy-fied [Playable](#) invited players to interact, turning brand recognition into participation.

At the heart of the experience was Rewarded Portal, a new product purpose-built to be an added touchpoint on the player's gameplay journey.

The Results

40M+ Impressions

4.3% Click-Through-Rate

2.5X Purchase Intent with Rewarded Portal

