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## **SwagBag VIP Launches, Reawakening Experiential Marketing and Advertising for Consumer Brands**

CHICAGO – September 15, 2020 — The swag is in the bag. SwagBag VIP is upending 2020 experiential marketing and digital marketing with its fresh direct-to-consumer community approach. Using a quarterly at-home delivery process, SwagBag VIP safely\* showcases great products, allowing for authentic interactions and social sharing, while shoppers spend more time in their households and remain socially distant.

“The COVID-19 health crisis has forced consumers to shift their purchasing power online and prioritize safety. Now more than ever, brand managers face new challenges to maximize exposure for their products,” said Jason Abrahams, co-founder of SwagBag VIP.

SwagBag VIP is a brand amplification platform that connects brands with a select database of Tastemakers. Tastemakers are everyday consumers with a loyal, yet fierce social media following of 1,000 – 2,000 users on average. Qualified and pre-screened Tastemakers sample four products included in each curated SwagBag and share their experience with friends, family and followers via word-of-mouth and social media.

SwagBag VIP provides a viral integrated marketing program for brand partners that includes direct in-home delivery and physical sampling to 1,000 multi-dwelling Tastemaker homes, plus social media amplification, email campaigns, digital advertising and real-time consumer feedback data. Tastemakers use curated brand content, hashtags and promotion codes to increase visibility, engagement and bottom-line sales.

“As brands and retailers continue to follow COVID-19 health and safety recommendations eliminating public in-person product demonstrations and live events, the ability to get product samples in the hands of consumers will continue to increase,” explained Jeff Sodikoff, co-founder of SwagBag VIP.

“Through this all-inclusive program, our intent is to boost brand awareness, connect consumers and drive excitement and sales for brand partners,” said Sodikoff.

The first delivery of the SwagBag VIP will ship following Thanksgiving, in time for the holiday season.

\* All SwagBag VIP fulfillment and distribution follows CDC guidelines for COVID-19

**About SwagBag VIP:**

SwagBag VIP is a premier brand amplification platform connecting brands with a vast database of ‘Tastemakers,’ everyday consumers with a loyal and close-knit, yet fierce social media following. SwagBag VIP provides a viral integrated marketing program for brands looking to get their products directly into the homes of their target audiences and expand their word-of-mouth efforts. The company is the brainchild of two marketing veterans with a combined 45+ years of experiential, live events and brand marketing experience; working with top companies including Sony Music, JVC Kenwood, Southern Wine & Spirits, KraftHeinz, General Mills, Allstate, Toyota and Starbucks. Learn more at [swagbagvip.com](http://swagbagvip.com).

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