

Bath and Body Works ran an exclusive mall campaign in Orland Square



Results:

Product **sold out** at Bath and Body Works Orland Square store location and the campaign had to be replaced with new creative within the first **two** weeks!

In an effort to promote a product launch for their limited offer of We ❤️ Chicago 3-wick candles, Bath and Body Works ran an exclusive mail campaign in Orland Square for a scheduled 4 week period.