



# BRANDED HOLIDAY APPAREL

## WHY YOUR BRAND NEEDS THIS

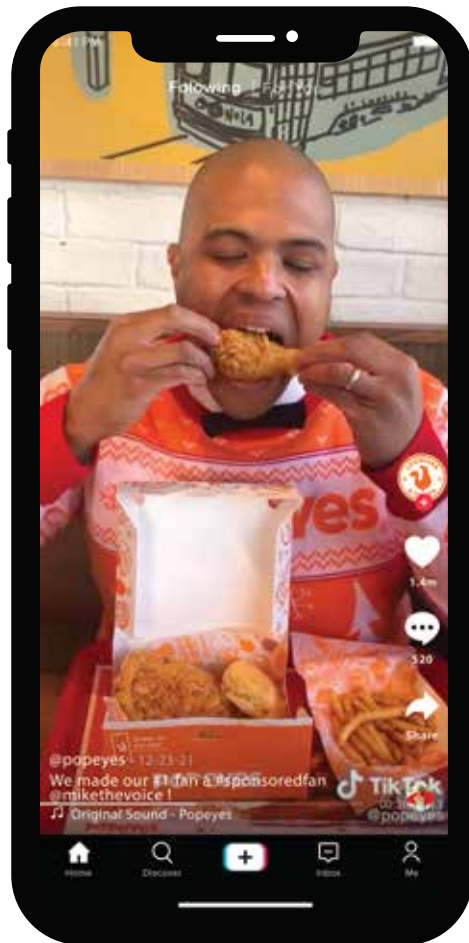
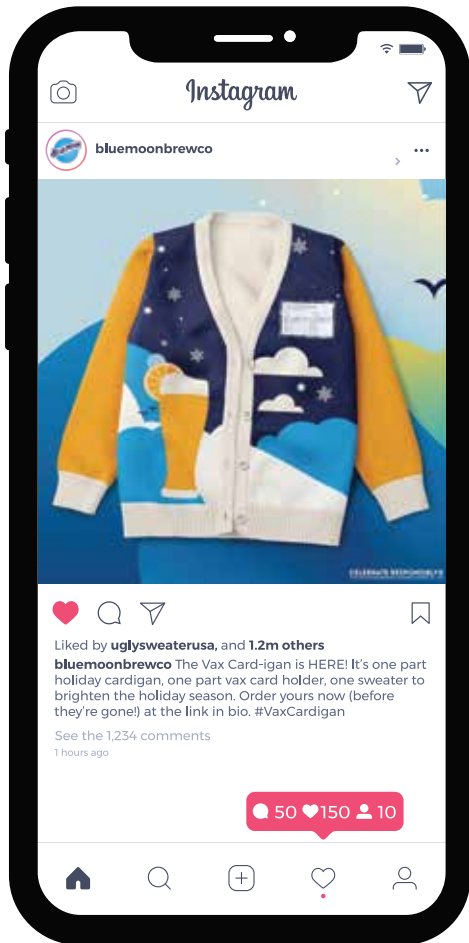
- STAND OUT FROM THE COMPETITION
- INCREASE SOCIAL MEDIA PRESENCE
- INCREASE BRAND AWARENESS
- BOOST COMPANY MORALE







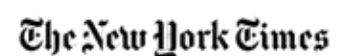
# INCREASE SOCIAL MEDIA ENGAGEMENT



## JOIN THESE BRANDS



# DRIVE PRESS AND EXPOSURE





# BUILD TEAM COMRADERY



BRING  
JOY TO  
YOUR  
TEAM

# CASE STUDIES



## PILLSBURY

- Pillsbury's two Doughboy ugly sweaters became a "Internet sensation" during 2018 Christmas season. Pillsbury's website sold out of the sweater in 24-hours.
- Pillsbury's Doughboy sweaters received national media attention. Sweater was featured on CNN, Business Insider, US magazine, etc.
- Pillsbury used sweaters to promote its brand and iconic mascot by re-targeting its core audience through contests, giveaways, and sweepstakes across dozens of high-traffic websites to boost holiday visibility.
- Pillsbury was able to observe the effectiveness of their sweater campaign by monitoring sales and inventory via special access to our E-commerce channels.



## THE ELLEN SHOW

- In 2017, Actress / Comedian / Host Ellen Degeneres asked the Ugly Sweater Company to create an exclusive ugly holiday sweater for her national talk show.
- The Ellen Show used the ugly sweater "on-air" as an audience giveaway promotion.
- The Ellen Show was the first television show in the United States to use the ugly Christmas sweater as a tool in which to establish culturally-relevancy and reinvigorate engagement with their audience on social media.
- The ugly Ellen Show Christmas sweater also generated revenue. The sweater sold out quickly on The Ellen Show's official website after appearing on the daytime show.



# CASE STUDIES



## POPEYES

- Popeyes has found "three-peat" success with its ugly Christmas sweater marketing campaigns since launching their first in 2017.
- Year-after-year, the Popeyes Christmas sweater boosts the brand's visibility during the holiday season. The brand's ugly sweater has been featured on CNN, Fox News, ABC's Good Morning America and received coverage in USA Today.
- The Popeye's sweater has reinvigorated the brand through social media. The brand experiences a massive increase in social engagement during the holidays. From 2017-2021, the brand's social media pages received over 46% more audience interaction.
- The brand also uses the sweater to raise money for its charity . The Popeyes Foundation is dedicated to providing relief to displaced employees who are victims of natural disasters. Since 2017, Popeyes has donated over \$200,000 to hurricane and tornado survivors.



## RED LOBSTER

- The one-of-a-kind, FDA-Approved Red Lobster Biscuit Oven Ugly Sweater "broke" the internet in the Fall of 2019. The sweater sold on Red Lobster's official website in under 60-minutes.
- The brand used the ugly sweater to create a "buzz" across the internet. The brand improved its SEO ranking on Google by also offering the sweater to high-traffic food websites and "mom blogs."
- The Cheddar Bay Biscuit sweater reinvigorated Red Lobster's visibility with various age demographics when it was featured on CNN, Fox News, and seen in USA Today and in People magazine.
- Red Lobster used the sweater to introduce itself to new age demographics. Offering a trendy, tangible, fun, and interactive product, the company was also able to increase its visibility online; the sweater boosted engagement on social media, and as a result, earned them new business due to the media coverage.



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