

Sweeter and M&M's Partner with Greenies for National Dog Day Activation



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New York City, New York Oct 22, 2024 ([Issuewire.com](https://www.issuewire.com)) - In celebration of National Dog Day, [Sweeter](https://www.sweeter.com), a leader in experiential marketing, joined forces with M&M's and Greenies for an exciting and memorable activation in New York City. The collaboration brought dog owners and their pets together with a "Summer Treat Pack" giveaway, offering treats for both dogs and their humans, creating a shared, joyful experience.

After a successful partnership with M&M's, Sweeter expanded the event by bringing in Greenies, a beloved pet care brand. Together, they crafted a unique, pet-friendly activation in the heart of New York City. The event was a perfect addition to National Dog Day, blending popular snacks with pet-centric fun, making it a hit among attendees.

A Tail-Wagging Activation

Sweeter's custom-branded truck traveled to several key locations across New York City, where thousands of "Summer Treat Packs" were handed out. Each pack contained Greenies dog treats alongside snacks for owners, reinforcing the collaboration between the two brands. The event was a visual spectacle, with the branded truck and creatively designed treat packs making a strong impression on those who attended.

The involvement of well-known brands like M&M's and Greenies added significant value to the event, drawing in a large audience and creating a sense of excitement. The presence of these beloved brands brought smiles to the faces of pet owners, making the experience even more memorable. Attendees appreciated the thoughtful design of the event and the opportunity to enjoy treats with their pets, making it a feel-good day for everyone involved.

Engagement on the Move

The mobile marketing tour allowed Sweeter to take the experience directly to consumers, enhancing engagement throughout the city. The activation reached a wide audience, from dog owners to passersby, who were excited to interact with the event as it made its way through popular locations.

For more information on how Sweeter can bring your brand to the streets and create unforgettable experiences, visit www.WeAreSweeter.com.

About Sweeter

Based in New York City, Sweeter is a leader in creating innovative and engaging experiential marketing solutions. Known for their creative approaches and meticulous execution, Sweeter continues to set industry standards by making brands come alive in the eyes of consumers. For more information, please contact: kim@wearesweeter.com.



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