

## Sweeter Partners with Brach's Candy and People Inc. for Holiday Brand Activation in Chicago



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**Chicago, Illinois Apr 14, 2026** ([IssueWire.com](https://www.IssueWire.com)) - Sweeter, a New York City-based experiential marketing company, partnered with Brach's Candy and media agency People Inc. to execute a three-day holiday brand activation in Chicago. The mobile campaign brought festive cheer to holiday shoppers across high-traffic shopping districts during peak season, serving over 3,000 cups of hot chocolate and distributing more than 6,000 Brach's Candy Canes to Chicago families despite sub-zero temperatures.

Sweeter managed the entire activation from concept to completion, transforming one of their promotional food trucks into a mobile holiday experience. The custom fabrication included a dimensional sleigh prop attachment that turned the truck into an attention-capturing holiday centerpiece rolling through Chicago's busiest shopping corridors. The sleigh design created immediate visual impact and photo opportunities that generated social media sharing throughout the three-day event.

Strategic location scouting identified optimal positioning around Chicago's holiday shopping destinations and family-friendly high-traffic areas. Sweeter secured all necessary permits and coordinated logistics across multiple neighborhoods to maximize exposure during the critical pre-Christmas shopping period. The mobility allowed the activation to reach diverse audiences across the city rather than relying on a single fixed location.

The culinary experience centered on Sweeter's signature decadent hot chocolate, developed and prepared by their in-house culinary team. In Chicago's notoriously brutal winter conditions, the warm beverage provided both comfort and brand connection. Each serving was paired with Brach's Candy Cane giveaways, creating a complete holiday moment that reinforced seasonal shopping and candy purchasing.

Sweeter's [brand ambassador team](#) wore custom-branded attire coordinated with Brach's holiday campaign, ensuring professional representation throughout the activation. The team maintained high-energy engagement despite wind chill and sub-zero temperatures, demonstrating the operational resilience that distinguishes experienced experiential marketing companies from vendors who cancel when weather challenges execution.

The timing and execution delivered maximum impact during Brach's most critical sales period. By bringing the brand directly to holiday shoppers already in the purchasing mindset, the activation drove both immediate brand awareness and point-of-sale influence as consumers continued their shopping after the warm, memorable brand interaction.

Through this project, Sweeter demonstrated its ability to execute weather-resilient holiday activations in challenging conditions while maintaining quality guest experiences. The partnership with People Inc. and Brach's showcased how mobile brand activations can capture seasonal momentum and reach consumers during high-intent shopping moments.

## **About Sweeter**

Sweeter is a New York City-based leader in experiential marketing, specializing in innovative and engaging activations that create lasting connections between brands and consumers. Known for their creative approach and flawless execution, Sweeter sets the standard for [branded food trucks](#), mobile marketing tours, and experiential marketing vehicles.

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