



Pop-Up Santa Activation

The home of “25 Days of Christmas” is ABC Family – and to make the holiday a special occasion for ad buyers, the network tasked Broadstreet to produce ‘Pop Up Santa’.

Elves descended upon some of the top restaurants in New York to delight and shock ABC Family fans and business partners alike. Unsuspecting diners were delivered holiday cheer in the form of Beats headphones and Beats Pills, GoPro cameras, Galaxy Tablets and Fitbits Flex Bands.

The spotlighted activations appeared in a video featuring Pop Up Santa footage from around the country, delivering 45 million social media impressions as well as positive press in publications such as Ad Age.

