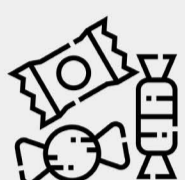




Meet the leading sweet snack manufacturer that produces many of America's favorite candies.

*“Sharing delight in every bite since 1908.”*



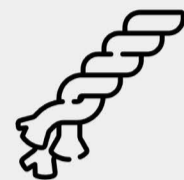
**500M**

lbs of candy produced annually



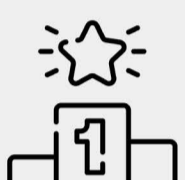
**42M**

lbs of fruit snacks candy produced annually



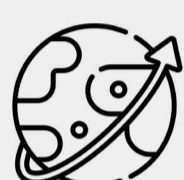
**38M**

Nerd Ropes produced annually — enough for populations of New York, Los Angeles & Chicago to have two ropes each



**#1 player**

in seasonal sugar confections



**4.25x**

BRACH'S sells enough candy corn each year to circle the earth 4.25 times if each piece were laid end to end



**127 lbs**

of Trolli Sour Brite Crawlers produced per minute

## A Tasty Challenge

The Ferrara team needed to manage content planning and publishing across more than 40 different social accounts. They also wanted to listen to social conversations and engage directly with fans for their 25+ brands.

Today, Ferrara connects with fans to make every sweet snacking moment memorable, thanks to Sprinklr's unified customer experience management (Unified-CXM) platform.



## The Sweet Taste of Success

### Unwrapping star power with Halsey

Ferrara tapped into global popstar Halsey's love for Trolli candies.

Catching her tweet, Ferrara surprised her with a custom pack of Trolli gummies.



Reaching her

**37M followers**

across Instagram and Twitter



Earning

**fan loyalty**

and reach with a new audience

### Uncovering a Fun Dip Following

Ferrara also spots cultural moments with Social Listening from Sprinklr Insight.

Ferrara quickly tapped into the pre-game ritual for fans of the ice hockey team, the Columbus Blue Jackets, of snacking on Fun Dip — and enacted a Fun Dip giveaway campaign at games. A tweet, turned trend, turned real life activation.



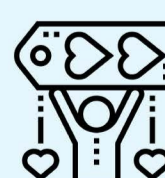
## A delicious outcome for Ferrara



Generated \$2 million in earned media in 2021 through their Brand Fan campaign



Improved customer service productivity



Created more moments to share in customer's love for the products