

# From Inbox to Booth Traffic: How SmartBrief Helped Candy Dynamics Stand Out

Candy Dynamics is known for creating bold, high-quality confections that bring fun, energy, and intense flavor experiences to consumers. Its flagship product, Toxic Waste Hazardously Sour Candy®, has built a loyal following with its signature long-lasting sour profile and stand out branding.

## The Challenge

Candy Dynamics wanted to increase overall brand awareness while also generating visibility for new product launches among key confectionery and convenience audiences.

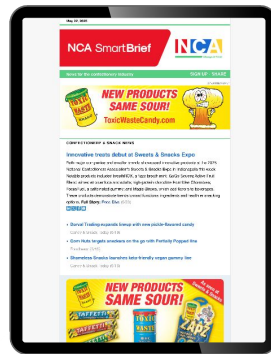
## The SmartBrief Solution

Through targeted placements in the NCA SmartBrief, Candy Dynamics successfully expanded brand visibility ahead of major industry events. The campaign drove measurable engagement, with expo attendees specifically referencing SmartBrief ads when visiting the Candy Dynamics booth.

“After receiving the NCA SmartBrief for many years, we worked with the team to bring more attention to upcoming product releases at Sweets & Snacks 2025. Many industry professionals look to this newsletter for industry news and trends.”

**Haley Peyron**  
Marketing Manager

 SmartBrief



## Products Used

- Above the Fold placements
- Newsletter Ads
- Dedicated Send

## Campaign Highlights

**0.35% & 0.32%**

CTR from **two Above the Fold** placements

**1% CTR**

and increased booth traffic from **Dedicated Send**

**0.28% & 0.27%**

CTR from **two News 1 ads** in the NCA SmartBrief

The combination of high-impact creative and SmartBrief's targeted reach made the campaign one of the year's top performers, leading to expanded campaigns throughout late 2025 and into 2026, including promotions tied to the National Association of Convenience Stores Show, the brand's 25th anniversary, and Sweets & Snacks 2026.

“The NCA SmartBrief has proven itself to be the main hub of information for matters concerning the confectionery industry. High-quality industry professionals reference the NCA SmartBrief daily, including brand owners, retail partners, buyers, etc.”

**Haley Peyron**  
Marketing Manager