

WE BOOSTED PRODUCT SALES & DROVE BRAND AWARENESS FOR BELLIWELLI

BelliWelli is a company focused on creating tasty, gut-friendly, plant-based, and certified low FODMAP snacks for those suffering from gut-related conditions like irritable bowel syndrome or IBS. BelliWelli utilized bulletins across Los Angeles to drive brand awareness and achieved huge success with their bright and playful creatives!

STRATEGY & TACTICS

- **Strategically Placed:** BelliWelli boosted engagement and maximized their reach by placing bulletins in trendy, high-traffic areas like the Westside as well as freeways in Los Angeles.
- **Creative Excellence:** BelliWelli utilized simple yet highly effective bright pink creatives that read “Hot girls have IBS” and included a phone number for viewers to text. This feature furthered their engagement as audiences who texted the number received a message asking for a photo of the viewer in front of the billboard which would earn them a freebie.
- **Amplification:** Due to the playful and relatable nature of BelliWelli’s creatives, photos of the billboard were shared all over social media like Twitter, Tiktok, and Instagram. Influencers and celebrities also shared these photos, including Camila Morrone who posted an image of herself in front of the billboard to her 3.1 million followers on Instagram.
- **Client Success:**
 - “The billboard cost approximately 8K. So far, it’s the best 8K we’ve ever spent. We’ve received hundreds of DM’s from celebs, influencers, and community members excited to have finally found an IBS community and yes, a revenue bump as well.”
 - “Based on what I know right now, I would still opt to spend \$5,000 in the billboard, out-of-home industry all day, every day than I would on Facebook,” Wilson said. Per Wilson, OOH billboards have proven a measurable and cost effective way to boost brand awareness in comparison to the digital marketing landscape, where users are “inundated all the time.”
 - Katie Wilson, Co-Founder, BelliWelli

BelliWelli

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

SOURCE: LINKEDIN 2021, DIGIDAY 5/4/22, INSTAGRAM, TWITTER 2021



OUTFRONT

RESULTS

\$40,000

ESTIMATED INCREASE IN PRODUCT SALES

2.8M+

POTENTIALLY REACHED ON INSTAGRAM

12.6K+

POTENTIALLY REACHED ON TWITTER

