

WE HELPED INCREASE SALES BY 40% FOR GRILLO'S PICKLES

Grillo's Pickles is a consumer-packaged goods brand that offers a variety of pickled snacks, such as pickle spears, pickle chips, and pickle-de-gallo. This garden-fresh healthy snack boasts using clean, simple ingredients, with products being found in over 10,000 grocery stores. To further expand their reach and amplify their brand, Grillo's Pickles teamed up with OUTFRONT to display bulletins across Los Angeles. They achieved huge success with their bright green and playful boards, connecting with viewers both in the real world and the online world too.

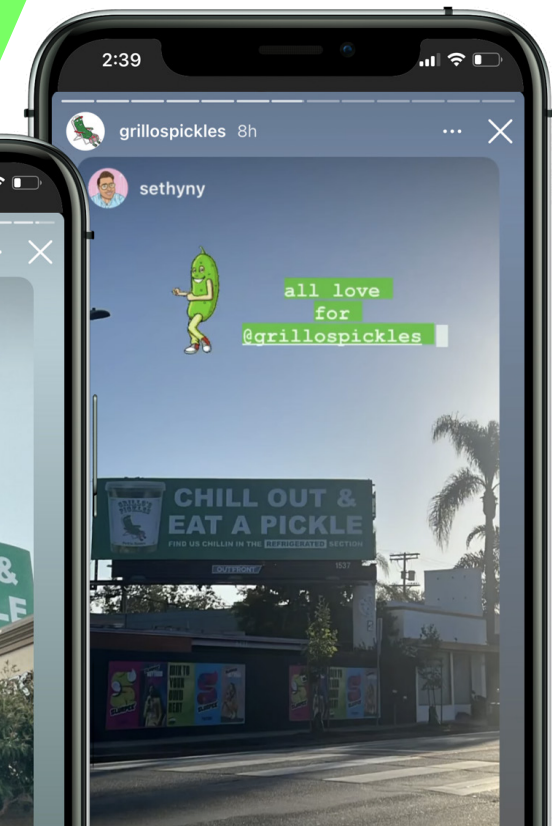
STRATEGY & TACTICS

- **Strategically Placed:** The campaign utilized several LA billboards in trendy, upscale areas such as Hollywood, Silverlake, and Sawtelle. Some boards were even strategically located near grocery stores.
- **Creative Impact:** Pickles and OOH came together to build a campaign LA could talk about. The bulletin displayed easy-to-read text, "Chill Out and Eat a Pickle" backed by a solid green, on-brand background. The creative sparked laughter with its clever copy and its iconic pickle mascot. The copy also cheekily informed viewers that this pickle product can be found "chillin in the refrigerator section" of stores. The attention-grabbing creative combined with a call-to-action was a memorable way to connect with Angelinos and encourage pickle-lovers to purchase their product.
- **Amplification:** When these unexpected and amusing billboards saturated LA, photos were shared on social media platforms such as Instagram and TikTok. This amplified the campaign from the streets to social feeds.



SOURCE: NUVI, GRILLO'S PICKLES

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.



OUTFRONT

RESULTS

40%
INCREASE IN SALES

154K+
POTENTIAL SOCIAL REACH
(EXCLUDING INSTAGRAM)

257K+
TOTAL INSTAGRAM REACH