

WE INCREASED BRAND AWARENESS FOR POPPI

Poppi delivers what consumers are looking for — a healthy, great-tasting prebiotic soda. To establish its position as #1 in functional soda and accelerate growth, the brand shifted gears from digital to field marketing for the first time with an out of home advertising campaign.

STRATEGY & TACTICS

- **Strategically Placed:** As an emerging brand, Poppi worked closely with OUTFRONT to select formats and locations that would provide the most impact, impressions, value, and “wow-factor”. The brand chose billboards, urban panels, and buses located in prime New York City locations.
- **Amplification:** Poppi worked with a variety of influencers who featured the brand on their socials and the posts were then used in the out of home campaign. Once the campaign went live, the influencers were seen across New York City visiting the ads and sharing their selfies on their Instagram stories.
- **Creative Excellence:** The “Big Flavor Energy” campaign celebrated summer’s highly energetic return and shed a light on a bright, bold, joyous feeling from the can to the consumer. The creative consisted of bright colors, which featured the flavors and their corresponding fruits. This eye-catching creative was sure to catch the attention of those encountering the ads.
- **Client Success:** With the contribution of OOH, Poppi ranked #9 on the bestseller list within all of grocery during Amazon Prime Day and in the top #25 on all of Amazon.



RESULTS

1M+

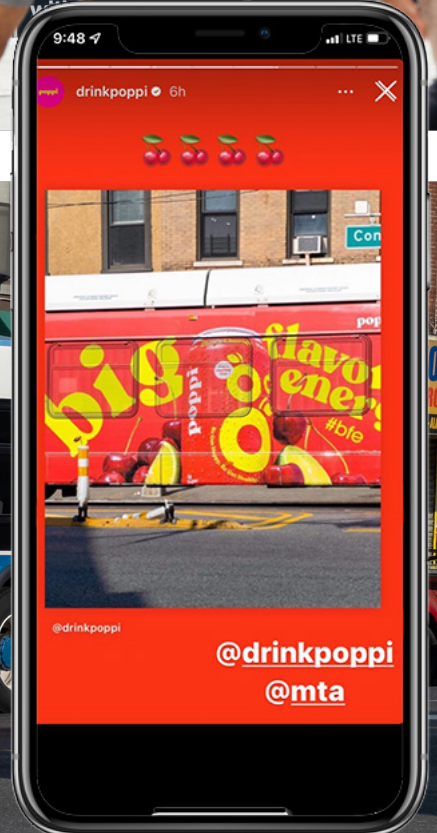
IN SALES GENERATED WITHIN A WEEK

5M+

POTENTIAL REACH ACROSS SOCIAL

25M+

TOTAL IMPRESSIONS WITHIN A WEEK



poppi™

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.