

WE GENERATED A REACH OF 42.7M ON SOCIAL MEDIA FOR STELLA BLUE

Stella Blue is a new coffee brand founded by Barstool Sports' influencer, Big Cat in Nov. 2022. Big Cat, along with many of the other Barstool influencers, moved to Chicago for this summer where a brand-new office was opened. Originally from Chicago and fan of the Cubs, Big Cat wanted to connect with Chicagoans on the city's northside and introduce Stella Blue. The main challenge was being a new brand, they did not have a large campaign budget.

STRATEGY & TACTICS

- **Objective:** Stella Blue's main objective was to generate significant social media interaction around the product launch and ad campaign. Stella Blue wanted to take advantage of Big Cat's influence in Chicago to get Barstool fans, Cubs fans, sports fans, coffee drinkers, hip and trendy audiences, Pub Goers, and Live Event Attendees excited about the brand. They were not interested in reach at this time and specifically wanted to put their entire budget into a high-impact unit, with heavy pedestrian traffic, that would garner the attention of their audiences.
- **Strategy:** OUTFRONT's plan included one high-profile wall in Chicago's Wrigleyville. This unit was selected for its high impression counts, the ability for pedestrians to walk up and engage with the content, and its high propensity to reach Stella Blue's multiple target audiences. The campaign timing was during baseball season which also lent itself to higher foot traffic/activity. The wallscape dominates this area which includes Gallagher way, Wrigleyville's outdoor entertainment/event area and main point of entry into the Cubs stadium, some of the city's most popular sports bars, and many trendy restaurants and hotels.
- **Result:** The launch of Stella Blue was deemed a huge success. From campaign launch, the excitement began and remained steady throughout. Both OUTFRONT and Barstool Sports independently tracked the social engagement of the campaign. The activity, mentions, shares, and social reach climbed to 42.7M with most engagement coming across Instagram and Twitter/X. Stella Blue and Big Cat himself shared content in front of the wallscape, which garnered thousands of likes. Additionally, online coffee sales took off over the course of their OUTFRONT campaign.



OUTFRONT

RESULTS

42.7M+
SOCIAL REACH

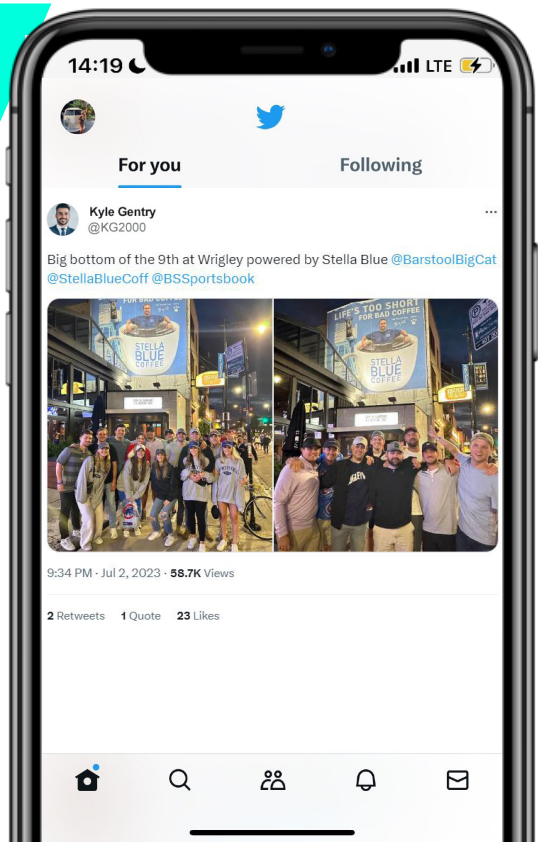
541K+
A18+ IMPRESSIONS

“Our OUTFRONT campaign far exceeded our expectations, driving nearly 43M social impressions in just four weeks. We are believers in OOH's ability to drive social engagement for our brand.”

- Trevor Bahner, Partnerships Director, Barstool Sports



STELLA
BLUE
COFFEE



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.