

## Poppi

### Background

With a mission to create a culture of health and happiness by reimagining the soda experience, Poppi wanted to establish their position as #1 in the prebiotic soda category and to accelerate growth. As a digitally native brand that has historically made its mark through social and digital ads, Poppi was looking to create awareness in an impactful way that unified all marketing efforts.

### Objective

#### Increase Social Media Engagement.

To drive awareness to accelerate growth, the brand focused on winning both the New York market (geo-location) and Amazon Prime day (online).

### Strategy

As an emerging brand with limited OOH budget, Poppi selected formats and locations that would provide the most impact, impressions, value, and “wow-factor.” In prime NYC locations, the OOH campaign component consisted of 6 Billboards, 105 Buses, and 87 Urban Panels over the course of 5 weeks. During launch, OOH units were shared on Poppi channels/social community and through featured content creators, amplifying the OOH impact in the digital space.

### Plan Details

Market: New York, NY

Flight Dates: 07/22 - 08/22 (4-6 weeks)

OOH Formats: Billboards, Urban Panels, Buses

Target Audience: 18-44, Female/Male (Primarily Female), Culture forward Gen Z and Millennials. Healthy lifestyle, active, always on the go.

Budget: \$10,000 or larger

### Results

With the contribution of OOH, Poppi generated over \$1M in sales within a week, becoming the only consumable product to reach Amazon Prime Lightning Deals’ page. Several content creators and their community shared their OOH units (organically), garnering over 29.1M impressions and 95.5M reach.

