

Baskin Robbins

Problem

How can Baskin Robbins generate buzz for the new Sundae Shake?

Solution

By concentrating ads near popular local events.

Background

Baskin Robbins was launching a new product “Sundae Shake” that combined a milkshake with a sundae. How do you say “have your cake and eat it too” without saying that, to an audience that thinks drinking plants is cool?



Objective

At the start of summer, Sundae Shakes were put on display in every store. The objectives were to make millennial's not only aware of it, but more interested in this drink combo than the kale carrot smoothie they see every model on Instagram drink.

Strategy

In the summer, Atlanta has a music fest almost every weekend, and the main way people get to these fest is MARTA (transit system in Atlanta). We selected stations that were near music fest venues, so we knew the target audience would be correct. We combined side by side track level posters, and put a fake product on one poster and the Sundae Shake on the other. The fake product was a logo and a URL we created to show how disgusting combination drinks can be. We made a social media video that mocked the fake product and highlighted Baskin's product. The website www.DrinkBobos.com lead users to a landing page where a better drink combo was presented...Baskin's Sundae Shake!



Plan Details

Markets: Atlanta

Flight Dates: March 2018 - May 2018

OOH Formats: 30 Transit 2-sheet posters in 8 stations

Budget: under \$10,000

Results

A single post had 9,400 people reached on social media. The website had 770 views before any social media post.



Additional Information

The website continues to receive 15-20 unique views a month and the campaign ended over a year ago.