

Revive Kombucha

Background

Revive Kombucha is a growing beverage brand based in Petaluma, CA. They distribute to all major grocery stores across California along with other states and provide a healthy alternative beverage with a diverse palette of flavors. They keep the branding funny and groovy to stand out from their competition.

Objective

The focus of the campaign was to support their launch at all Safeway store across San Francisco and Sacramento markets. With strategic OOH placement and Mobile Geo-fencing around each store, they were able to drive the message in real life while reinforcing the branding through location based digital.

Strategy

With a goal to reach their key demo and focus the campaign around Safeway stores, a mix of media was used that included Digital Bulletins for high-profile freeway coverage, Posters to infiltrate key neighborhoods, Bart Two Sheets to reach the heavy population of commuters, along with Mobile Geo-fencing to reinforce the OOH to provide next steps. Each geo-fenced ad was supported by a landing page leading the user to the closest Safeway.

They strategically supported over 150 Safeways in the area to help drive in customers to each location. The creative was bold with clean branding and catchy taglines to create curiosity with their audience. The static mobile ads turned into interactive GIFs that increased engagement.

Plan Details

Market: San Francisco and Sacramento

Flight Dates: 11/18/19–12/29/19

OOH Formats: Digital Bulletins, Posters, Two Sheet BART Posters, Mobile Geo-fencing

Target Audience: Adults 25-34 with Active and Healthy Lifestyles

Results

Almost 20,000 tracked visits to their Safeway partner stores across the Bay Area and Sacramento, and increased sales of their product at Safeway stores.

