

United Sodas of America

Background

United Sodas of America was looking to fully launch their brand in May of 2020. They wanted to break into a cluttered “soda” market with a healthy alternative. After analyzing their audience, budget, and the priority market being NYC they focused on Williamsburg, Bushwick, Soho and core neighborhoods like the Upper East Side and the Upper West Side.

The challenge was that COVID-19 came along and the city wasn't fully open in May so they had to adjust quickly and shift back to a late July start. Another challenge they faced was that the subway was a major component of the initial plan so that had to be revised due to the decline in ridership.



Objective

Focus on younger, millennial, health-conscious individuals who care about their well being. Ages 25 to 34 was the sweet spot. The goal was to create big, splashy moments that allowed the brand to showcase their eye-popping creative and could capitalize on a captive audience.

Strategy

United Sodas of America wanted major street level placements in core areas of the target markets. Four dedicated street level postings that allowed the brand to showcase the different flavors and colors were located in Williamsburg and Bushwick. In addition, with a focus on DOOH and they utilized digital urban panels. Kiosks outside of restaurants that offered outdoor dining and shifted to align with new flows of commuter traffic during the timing of the pandemic were also deployed. They utilized Geopath ratings for ages 18+ and ages 25 to 34 to ensure that the street level locations capitalized on impressions and that the overall plan delivered a strong reach and frequency for a local market test.

Plan Details

Market: New York, NY

Flight Dates: July 2020 - September 2020

OOH Formats: Street Level Dedicated Postings, Digital Urban Panels, Kiosks

Target Audience: Adults 25-34

Target Audience Reach: 45%

Target Audience Frequency: 3x

Budget: \$10,000 and over

Results

The brand received a large boost in website visitation and orders that stemmed from the core areas the campaign ran in including heavy conversion from Williamsburg, Bushwick and Soho. OOH was the only media channel the brand was utilized for the launch, and the OOH campaign received strong press coverage.

[Why beverage startup United Sodas is testing out a new out-of-home strategy](#)

[United Sodas' playbook for launching a new brand](#)

[Launching A New Beverage Brand In Time Of Coronavirus](#)