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.