

OAAA LOCAL CASE STUDY WINNER

poppi[®] X **OUTFRONT** /



New changes are coming your way
We're looking forward to sharing a new store with you

big
flavor
energy

4m Canarsie-Rocka... 1m
Canarsie-Rocka...

WHOLE
FOODS
MARKET

WHOLE
FOODS
MARKET

poppi

A healthy, great tasting prebiotic soda





OUTFRONT CASE STUDY

poppi® Campaign

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

Timing: July-August (4-6 weeks)

OOH Media: Billboards, Urban Panels, Buses

Goals:

- Build awareness during beverage season (summer) and ahead of Amazon Prime Day (July)
- Amplify buzz and momentum by celebrating content creators on OOH
- Capture the attention of consumers outside during NY's highly energetic return post-pandemic



OUTFRONT CASE STUDY



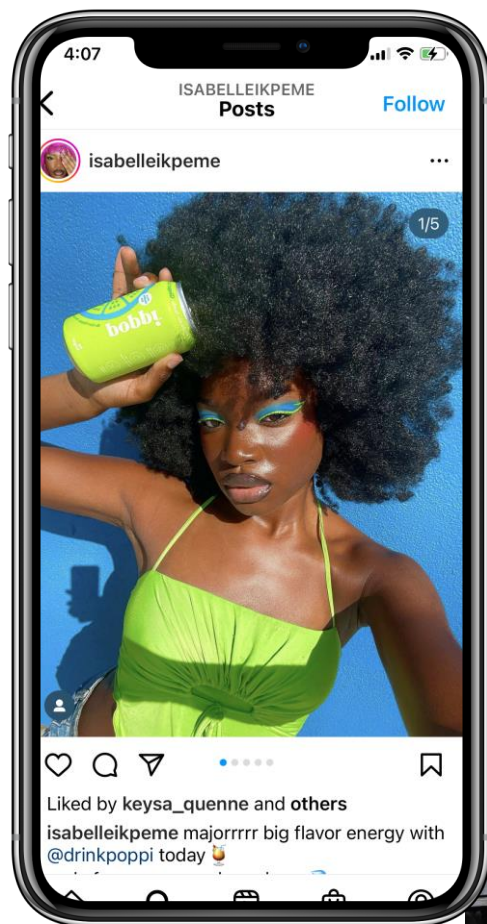
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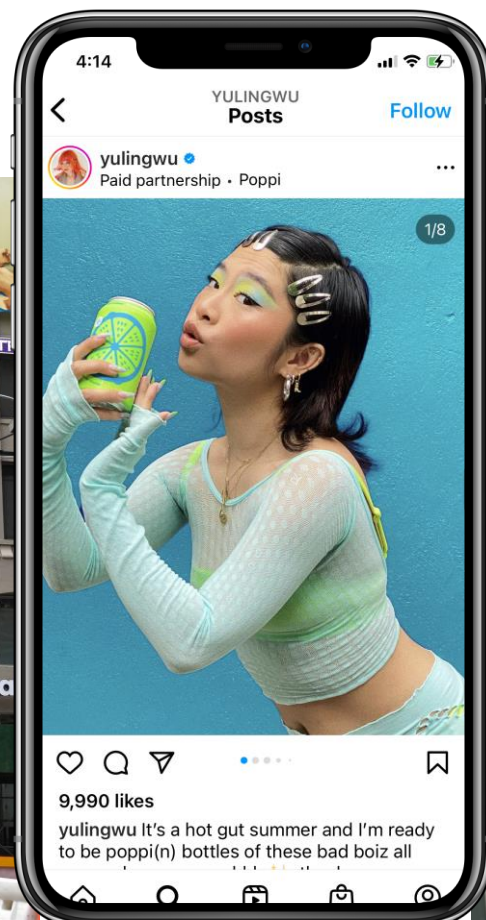
OUTFRONT CASE STUDY

poppi®

#SOOH



@isabelleikpeme

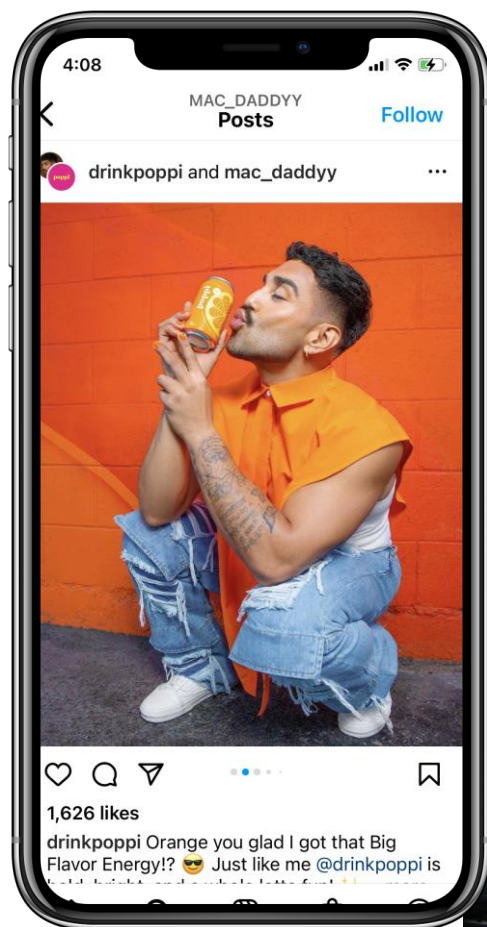


@yulingwu



OUTFRONT CASE STUDY

poppi® #sOOH



@mac_daddy



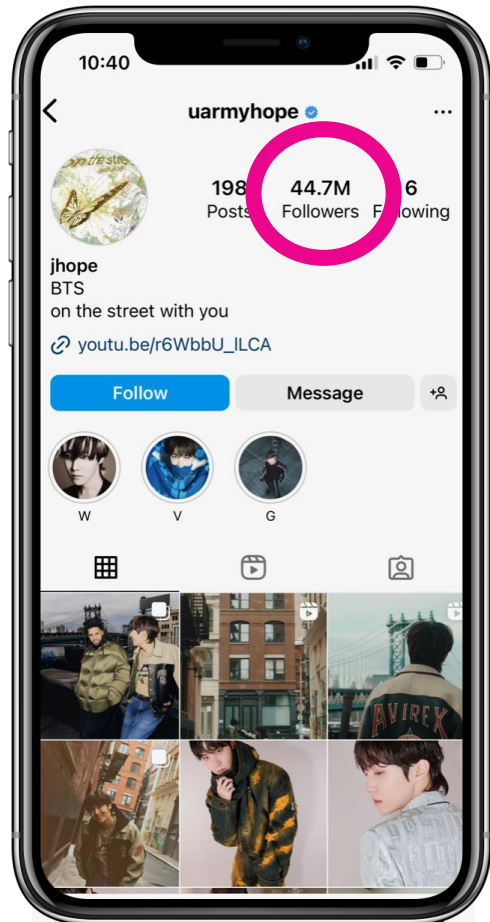
@katee.barlett



OUTFRONT CASE STUDY

poppi®

#SOOH



@uarmyhope



J-Hope of Korean boy band BTS

**Out of home has
the power to cross
geographies and
reach global
audiences**

“It’s a big push to get our name out there and to saturate the city of New York.”

29M+

Social Impressions

95M+

Social Reach

PRESS

Glossy, Digiday, The Cut

“Everyone has been locked down for the last few years, and we’ve been desperate to get out and really show who and what Poppi is.” - Allison Ellsworth, Founder of Poppi

≡ DIGIDAY

Why gut health soda brand Poppi aims to 'saturate' New York City with OOH ads as it targets Gen Z, millennials

July 5, 2022 | By [Julian Cannon](#)



Poppi, a gut health beverage brand created in 2020, has primarily used social media platforms like TikTok and Instagram, platforms where conversations about gut health have been popular in recent years, to get the word out. This month, the brand is shifting gears from digital to field marketing for the first time with an out-of-home advertising campaign.

“Everyone has been locked down for the last few years, and we’ve been desperate to get out and really show who and what Poppi is,” said Allison Ellsworth, founder of Poppi, adding that the brand’s campaign features out-of-home ads while also using social media influencers to promote the product.

Aside from OOH ads in New York, Poppi is also doing 270 demos across the city with guerrilla sampling.

OUTFRONT CASE STUDY

poppi BFE campaign launch to go live a week before Amazon's July Prime Day



**\$1
MILLION**

In sales within the first week

**#9 BEST
SELLER**

Within all of grocery during
Amazon Prime Day

**TOP
25**

On all of Amazon