

## BoomBoom Naturals Inc.

 New York

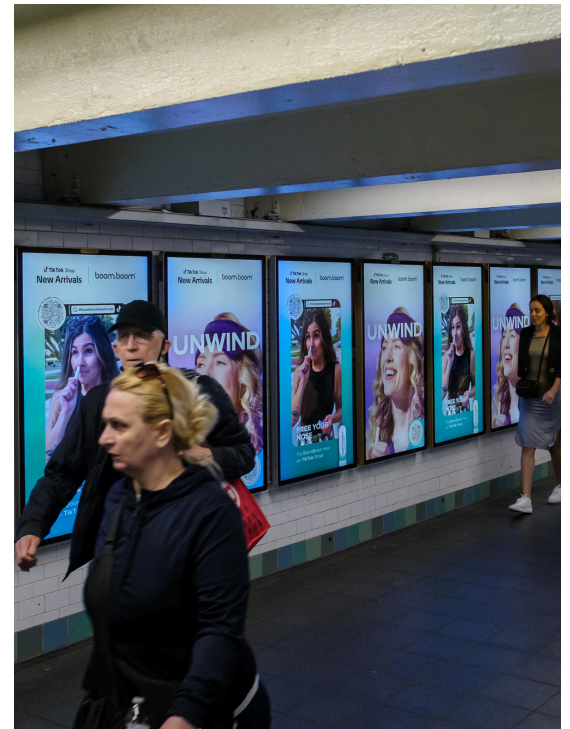
### Background

BoomBoom Naturals Inc. is an emerging functional-wellness brand rapidly gaining organic traction on TikTok but still seeking mainstream cultural visibility. Known for its aromatherapy nasal inhalers, BoomBoom appeals strongly to Gen Z and Millennial consumers who value instant, sensory wellness experiences. They were facing the dual challenge of operating in a crowded wellness market while selling a niche product format that required consumer education. Although the brand enjoyed strong organic momentum on TikTok, it lacked mainstream visibility and needed to establish credibility rapidly.

### Objective

#### Increase online, promotional / special event sales

At the time of planning, BoomBoom Naturals Inc. was an emerging functional-wellness brand rapidly gaining organic traction on TikTok but still seeking mainstream cultural visibility. Known for its aromatherapy nasal inhalers, BoomBoom appealed strongly to Gen Z and Millennial consumers who value instant, sensory wellness experiences.



### Strategy

The launch of their new Spearmint flavor—paired with an exclusive TikTok Shop sales window—created a pivotal opportunity to scale awareness, drive trial, and elevate the brand from social-platform success to wider cultural relevance. These dynamics set the stage for a bold, high-impact OOH campaign aimed at signaling credibility, reaching new audiences, and bridging physical visibility with digital commerce. BoomBoom needed to bridge the high-impact OOH placements with a digital-only sales channel during a limited TikTok Shop exclusivity window, requiring bold, culturally resonant media that could drive both awareness and measurable commerce outcomes.

Each campaign element was strategically chosen to amplify BoomBoom's culturally charged, sensory-forward brand story. Times Square's monumental digital canvases provided the scale and spectacle needed to position BoomBoom as a breakout wellness brand, while subway Livescapes and Liveboards extended frequency and engagement across the city. Reaction-driven creative rooted in instant sensory refresh was optimized for both static and motion formats, supported by QR codes that bridged physical impressions with BoomBoom's TikTok Shop exclusivity window. Together, these elements formed a powerful, social-first OOH ecosystem designed to drive awareness, trial, and trackable digital commerce.

The OOH campaign was designed to activate their social media through impact + frequency + shareability:

- **Impact** (Times Square Digital Spectaculars): Dominant video placements at the very top and on the large cube unit beneath the Coca-Cola and Samsung boards to deliver instant scale, PR optics, and a backdrop people want to film. Creative: tight loops of product use + authentic reaction shots; bold Spearmint cues; clear “TikTok Shop New Arrivals” CTA with QR code.
- **Frequency** (Manhattan Subway Video Network): Multi-screen video along key stations to reach commuters repeatedly at stress/energy-need moments, reinforcing the instant-benefit message between rides.
- **Content Engine** (In-Market Capture): CEO on-site for first-look reactions, micro-interviews, and BTS to feed daily TikTok/IG posts and seed UGC prompts.
- **Selection Rationale**: Times Square for cultural authority and social spillover; subway for efficient reach and daypart frequency; reaction-led creative to prove the benefit in seconds. Measurement: OOH proof-of-play/impression estimates, NYC-tagged social volume and engagement, QR/vanity-URL traffic, and TikTok Shop clicks/sales during the flight.

## Plan Details

**Target Demographic** : Gen Z & Millennials (18–34) who are wellness-curious, fitness/beauty-adjacent, creators and service/nightlife workers; Secondary —urban commuters (25–44) and tourists with high propensity to post/share.

**Campaign Posting Dates**: 05/19/25 - 05/25/25

**OOH Formats Used**: Digital Bulletins, Subway Liveboards

**Campaign Impressions**: Total Contracted Impressions: 170.9M

**Budget**: \$15,000 or larger

## Results

- **Sales Lift**: Daily TikTok Shop orders increased 4x, from ~2,000/day pre-campaign to 8,000/day at peak.
- **Traffic Lift**: Average daily TikTok Shop visitors increased from 398,000 before launch to a peak of 826,000/day during the campaign (+107%).
- **Social Impact**: >15M organic impressions on TikTok/Instagram from UGC, CEO content, and reposts of Times Square activations.