



OBJECTIVE:

A two-month campaign to drive awareness and sales for the newly introduced Wildberry Glow Smoothie in select markets; and to position the brand as a health foods category leader that draws appeal from trending influencers.


MAXIMIZED
VISIBILITY WITH
TARGET AUDIENCES

→ **10,234,556**
media impressions




LEVERAGED EXPERTISE
TO GENERATE NOTABLE
EARNED MEDIA
PLACEMENTS

→ **\$36,433**
ad equivalency




ENGAGED INFLUENCERS
TO CREATE LOCAL
AWARENESS

→ **235,634**
influencer social impressions



SEEN ON:



 @KAT_THE_MODEL (8.2K)

 @DEVONCALEYY (15.2K)

 @KELSWANSONDERMPA (188.3K)

 @DETROITEATSNTREATS (8.7K)

GET LOUD!
BREAK THROUGH THE NOISE
WITH INTEGRATED PR