

Case Study

A sports drink CPG company gains brand awareness for new product



Industry: CPG

Company: Sports Drink

Product: Geofencing, Facebook, Display







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0.6% CTR	18,684 Clicks	7,835,256 Impressions	\$2.1 CPC
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COMPANY PROFILE

The client delivers an innovative supplementary drink that provides nutrition and recovery for athletes. The founding team comprises leaders from some of the largest sports nutrition and beverage companies. The product is truly one of its kind. It's a patent-pending nutritional drink, designed to give elite athletes more rapid and complete recovery from training and competition. This scientific breakthrough uniquely combines stabilized omega-3 fatty acids with high-quality proteins, carnitine, vitamins D and E, and natural antioxidants in a fruit juice beverage. The client's mission is to enable everyone involved in competitive sport to continuously improve their own personal best through the highest quality nutrition.

CHALLENGES	SOLUTIONS
 <p>New Product Launch</p>	 <p>Omni Channel Marketing</p>
 <p>Brand Awareness</p>	 <p>High-Velocity experiments</p>

CHALLENGE

Devising and executing a go-to-market strategy for a unique product that has a niche target market is in itself quite a challenge. With the core team focusing on product research, development, and enhancements they were short on resources to invest in marketing. Also finding an agency that's sophisticated to build a strategy and as well have the operational capacity and tenacity to crank the tactical execution was not a cup of tea. Former efforts failed to establish the brand awareness required to push the brand out of the shelf. Hence their goal of getting in front of the target audience and educating them about the benefits of their product seemed farfetched.

OUR PROCESS

Our approach is very simple when it comes to new product launches. Our main priority is client success, and that meant taking an agnostic perspective rather than to force our tried and true process. We took a few steps back, cleared the whiteboard and took a fresh look. We aimed to achieve maximum learning with the lowest spending, so we took an omnichannel approach. This lets us gain the market's pulse within weeks into the campaigns.

We discovered that our primary demographic is in the age between 35 and 50, 45% are female, and 55% Male. Most of them lived in Atlanta, Houston, and Denver, and are users on Instagram and Facebook. From there we optimized the campaigns to focus on CTRs rather than reach. And we moved budgets from other channels to Social that focused on Lifestyle ads. This solidified the campaign and media strategy for the client and laid a strong foundation that can scale in the months to come.

The client saw a massive increase in traffic to their site and reaching a fairly large set of audience in the short span of time. Providing the level of awareness required for them to push the product to the market, and establish brand visibility. Month-over-month the website attracted relevant and high-quality audiences who learned about the benefits of the product.

RESULTS

Their ads engaged and educated their target audiences about the benefits of their product, and generated interest. In terms of brand awareness in the market and visibility, they have reached a greater milestone, and are continuing to keep improving. The client generated a total impression of 7,835,256 with a CTR of 0.65% contributing to a total of 18,684 clicks at \$2.1.

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