



+Brand Awareness

For 9 days in Brooklyn and parts of New York City, Drinkfinity brand ambassadors visited high-traffic areas in a guerrilla marketing campaign that proved highly successful for brand awareness and distributed over **10,000 samples** to new Drinkfinity users. The campaign achieved over **860K impressions** and generated nearly **9,000 leads** for Drinkfinity.

The campaign included:

- 1 mobile billboard
- 1 sampling van to carry product, totes & coupons
- Team of brand ambassadors
- Selfie cut-out frame for social promotion
- Tablets to collect names and emails
- Mobile display ads served to niche audience

+199%

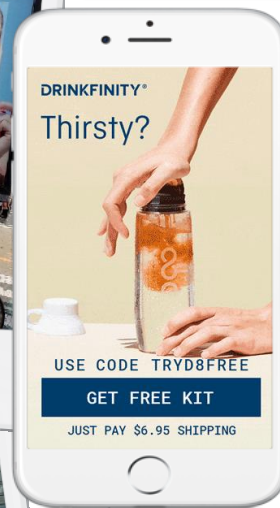
Branded Searches During Activation*

-27%

Cost Per Qualified Visit

+141%

Qualified Visits (Pre vs During)



Drinkfinity's mobile display ads were served to a niche audience: A24-35 who are enthusiasts of the environment, social issues and health/fitness.

Ads were served within close proximity to each activation site every day. Retargeting was also employed to remind consumers to redeem their promotional code online.

The Stuyvesant Heights area of Brooklyn had the highest click-through-rate performance.

ABOUT DRINKFINITY®

Drinkfinity is a PepsiCo venture based in Miami, Florida. The Drinkfinity system is made up of a Pod and Bottle. The Pod contains dry and liquid ingredients, and contains no artificial flavors or sweeteners. When the Pod is popped with your Bottle, the ingredients and flavors mix together to transform your water.

*Drinkfinity had only one additional OOH placement in market during activation time.

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