

WE SAW MORE THAN 1,400 STORE VISITS OVER A 14 WEEK MOBILE CAMPAIGN.

OBJECTIVES

Nova Kombucha is a small company in California that was looking to highlight their new location and tap room in Ocean Beach, CA. They wanted to make the transition from digital marketing to traditional and in real life media.

STRATEGY & TACTICS

- **OUTFRONT Studios:** Through the collaboration and communication with our creative team, Nova Kombucha was able to create a fresh and eye-catching campaign including catchy one liners, flashy colors and utilizing extensions.
- **OOH Media:** Nova utilized bulletins and a poster showing to fully saturate the market as well as target key areas of San Diego. Each location had a specific corresponding creative to align with the vibe of that area.
- **Mobile Campaign:** This campaign included geo-fencing of each unit and tracked store visits to retailers of Nova Kombucha, with dynamic landing pages that included directions to each location.

“WE CAME WITH THE IDEA TO DO ONE BILLBOARD. THE TEAM’S ABILITY AND SKILLS IN COMMUNICATION WAS AMAZING AND WE CAME UP WITH A BEAUTIFUL CAMPAIGN. IN THE END WE SPENT AND INVESTED MUCH MORE THAN WE WANTED TO BECAUSE WE SAW THE RESULTS AND VALUE WE ARE CREATING.”

- TIAGO CARNEIRO, FOUNDER

NOVA
EASY KOMBUCHA

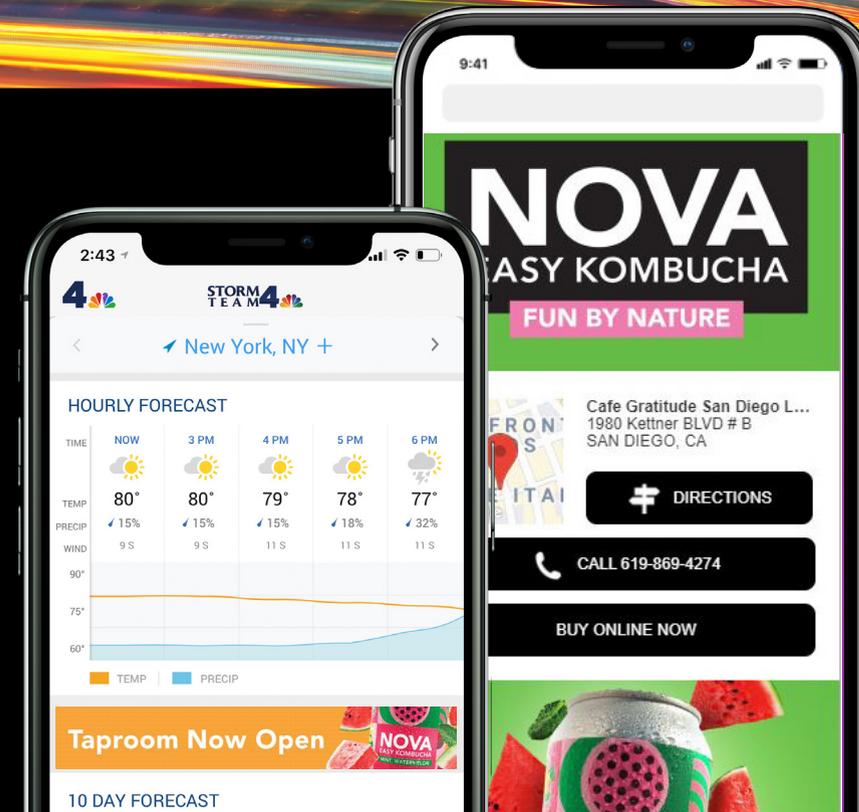
RESULTS

188,119
MOBILE IMPRESSIONS

421
CLICKS

0.22%
CLICK THROUGH RATE

1,472
STORE VISITS



OUTFRONT