



LIFE ALIVE CAFÉ POWERS 2ND HIGHEST OPENING DAY SALES IN HISTORY

Life Alive Organic Café launched in DC with a bold IRL campaign that transformed Farragut North Station into a full-sensory brand experience. The result? Their second highest opening day ever, despite having zero brand recognition in the market.

Strategy

Markets: Washington DC

Duration: January 21, 2025 – February 17, 2025

Media Mix:

- Station Domination
- Station Activation
- Mobile

Measurement Partner:
Data provided by the client



2 ND	Highest Opening Day Sales Ever	660 New Customers	Redeemed their Station Activation offer in the café	2,607	Customers viewed the online ordering landing page from the mobile ads.	0.37%	CTR (Industry average is 0.1%-0.2%)
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