

# WE TURNED CULTURAL BUZZ INTO TIKTOK SALES FOR BOOMBOOM

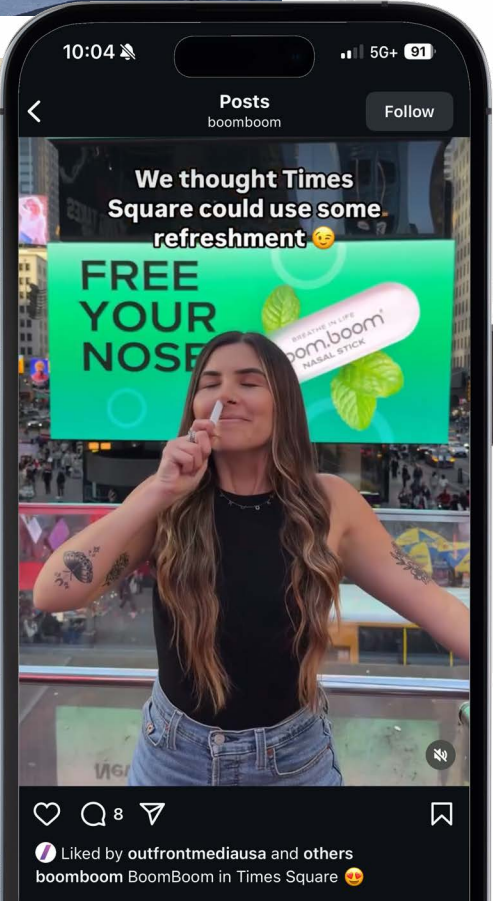
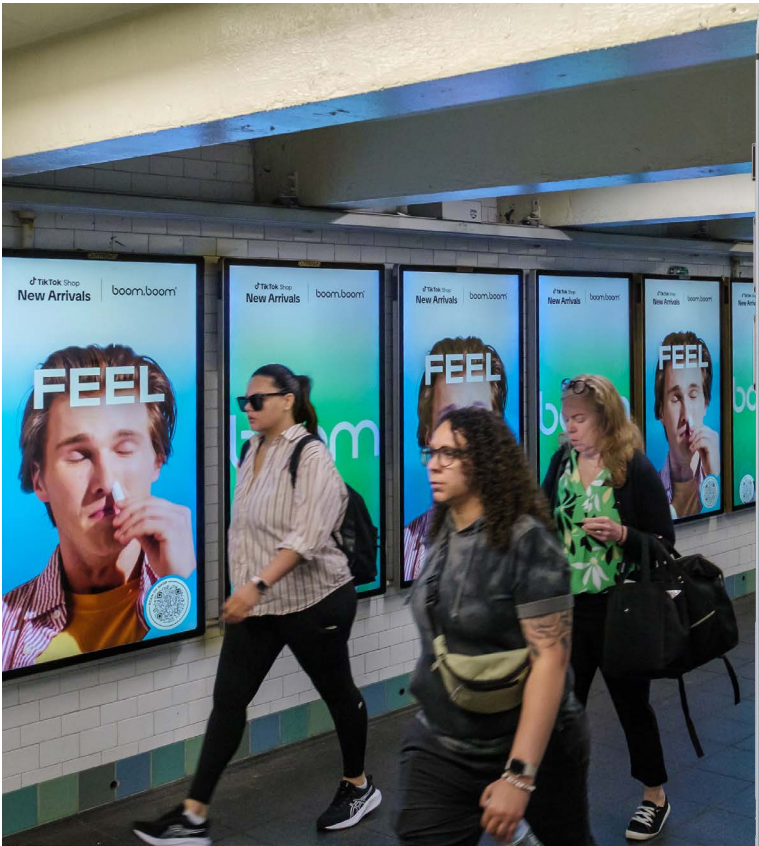
BoomBoom Naturals, the viral wellness brand known for aromatherapy nasal sticks, launched a high-impact IRL campaign in New York City to boost mainstream visibility and drive TikTok Shop sales. Bold visuals showed real people using the product, paired with QR codes to connect passersby directly to TikTok. By activating Times Square and busy Subway stations, the campaign drove product trial, TikTok Shop traffic, and organic social buzz among wellness-conscious Gen Z and Millennials.

## STRATEGY & EXECUTION

- **Market:** New York
- **Media Used:** Times Square Digital Bulletins, Subway Liveboards
- **Target Audience:** Wellness-curious Gen Z & Millennials who create, commute, and share
- **Creative Approach:** Authentic reaction clips, paired with strong Spearmint branding and TikTok Shop calls-to-action

## OUTCOMES

- **Sales Lift:** TikTok Shop orders surged 4x, from 2,000 to 8,000 daily at campaign peak
- **Traffic Lift:** TikTok Shop visitors increased +107%, from 398,000 to 826,000 daily
- **Social Impact:** Over 15M organic impressions on TikTok and Instagram driven by UGC and campaign activations



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## RESULTS

**+4X**

DAILY ORDERS DURING CAMPAIGN

**+107%**

TIKTOK SHOP VISITOR TRAFFIC

**15M+**

ORGANIC SOCIAL IMPRESSIONS

SOURCE: BOOMBOOM NATURALS

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.