

# RADIO case study

## Caribou Coffee

### Objectives

- Drive awareness (reach)
- Create momentum and increase traffic (frequency)

### Strategies

- Reinforce the Caribou tagline “Life is short, stay awake for it.”
- Summer promotion: “Sip Up Summer”
  - Phase 1: Carbonated beverage launch
    - Post-Memorial Day through June
    - Bubbles: “wherever there are bubbles, we want to be there”
  - Phase 2: Blended drinks
    - Perfect Summer blend
    - July through August



### Solution: SIP UP SUMMER

- “Sip Up Summer” promotion to support a 2-phased summer campaign:
  - Phase 1: Carbonated beverage launch
  - Phase 2: Blended drinks
- Radio talent endorsements where participating DJ’s were provided with gift cards and visited Caribou every day to try a new drink and talk it up on-air.
- Heavy-up media aligned with promotional messaging to maintain continuity in select environments.

### Results

- Campaign drove increased traffic to select Caribou stores.