

Perrier Flavor Studio

Problem

How does a beverage company increase awareness of its flavored sparkling water selection?

Solution

By launching an experiential, multi-sensory pop-up activation to interact with consumers.

Background

With consumers making healthier beverage consumption choices, the sparkling water market was booming, and flavored versions were driving growth. Perrier was already famous for providing healthy refreshments, but consumers didn't know that it offered a full range of six flavoured sparkling water options. It had an opportunity to make a splash during the summer months.

Objective

Perrier wanted to educate consumers on its full range of flavors, including its two newest additions, Strawberry and Watermelon. The media company was brought on to "Elevate Extraordinary" and build a disruptive experience that would hit all five senses: touch, smell, sound, sight, and (of course) taste. The Perrier target audience, adults 18 to 34, were aspirational, refined, and creative. They loved music and were active on social media. Perrier wanted to use influencer partners and social to amplify its message that its flavor choices are the ultimate thirst quencher, especially during the scorching summer months. Visual inspiration for the campaign came from Perrier's creative partner, AKA Corleone, a talented street artist who brought the product line to life.

Strategy

To celebrate the brand's vibrant range of sparkling flavors, it launched the Perrier Flavor Studio: an experiential, multisensory pop-up activation tailored to its ideal audience. It was held on Greene Street in Soho, New York City from July 12 -16, 2017. The Perrier Flavor Studio delivered unexpected brand and social media sharing experiences based around each of the five senses. The company created a unique environment for sampling and interacting with consumers.

- **Sight:** Guests were encouraged to find their flavor inspiration while enjoying a bright pop-up studio space displaying work and an interactive art wall from Perrier's partner artist, AKACorleone.
- **Touch:** An Insta-worthy bubble ball pit, reminiscent of Perrier's bubbles and filled with inflatable fruits, gave guests the opportunity to snap a selfie using the ceiling selfie-mirror before sharing on social and printing through the hashtag photo printer. Other elements included a digital coloring book featuring AKACorleone's art that was printed directly onto tote bags, and the Twitter vending machine which dispensed flavor inspired goodies.
- **Sound:** Besides the sound of Perrier bubbles spritzing, the activation featured live music from celebrity DJ Hannah Bronfman during the VIP launch event and a house DJ during the public activation.
- **Taste and Smell:** Before guests entered the space, a brand ambassador standing on the street offered samples of Perrier



Flavors. Inside, guests were greeted by bartenders serving unique Perrier Flavor-inspired mocktails, while grab-n-go coolers were fully stocked with all six flavors for guest consumption.

Plan Details

Markets: New York City, NY

Flight Dates: July 12 to 16, 2017

OOH Formats Used: Experiential pop-up studio space in Soho, NYC

Target Audiences: Adults 18 to 34, Social Gurus

Results

The campaign successfully delivered numerous opportunities for social media sharing and hit all campaign objectives. The advertiser captured the attention of visitors using social influencers to promote the activation and brought in key partners including Vanity Projects manicures, Dana's Bakery macarons, and Big Gay Ice Cream for National Ice Cream Day. Additionally, more than 60 media attendees from top-tier outlets were in attendance at the VIP opening event, alongside premium social influencers, style leaders, and celebrity DJ Hannah Bronfman. Notable earned media coverage generated from the activation includes placements in:

- [InStyle](#)
- [US Weekly](#)
- [Event Marketer](#)
- [Marketing Dive](#)
- [Biz Bash](#)
- [Time Out NY](#)

The campaign was also mentioned in *Delish*, *DuJour*, and *METRO New York*. The Perrier Flavor Studio has generated more than 100 million media and social impressions combined from its launch to late August 2017. The branded event had 5,601 total guests, and 1,997 guests took selfies in the ball pit. A point of sale system was used to gather real-time data on sampling. It calculated that there were 6,371 samples taken, 3,170 mocktails ordered, 3,201 samples passed, and 5,372 bottles pulled from grab-n-go coolers. Additionally, 708 prizes were dispensed from the social vending machine. Foot traffic was high, indicating that influencer and social amplification were successful in building awareness. Social media platforms were incredibly engaging, scoring:

- 1,633 photos printed using hashtag #PerrierFlavors
- 26,458 impressions from the sponsored Instagram post
- 16,900 impressions through the Snapchat filter
- Snapchat swipe rate of 25.07 percent

Testimonials

Visitors raved about the experiential activation, quoting:

"I am going to literally walk to the store right now after this to buy Pink Grapefruit and Watermelon. I just don't even understand how it has natural flavors. It is so flavorful!"

"I saw this on Instagram and had to run down! It's beyond my expectations - this is SO cool!"

"I follow Hannah Bronfman on Instagram and I saw this on her feed so I really wanted to come! I brought my coworkers, we are having so much fun we don't want to go back to work!"

"It feels like a super trendy club where everyone is welcome, I love this place! And the L'Orange is so good. I'm going to buy it this week."

"I had no idea there were other flavors of Perrier until today."

"I tried a bit of your mocktail sample outside, and I had to come in."

"Can you do a boomerang for me? This ballpit is so made for boomerang, I can't wait to see it."

Additional Information

Facebook Photo Album: https://www.facebook.com/pg/KineticUSA/photos/?tab=album&album_id=1097567387042017

Perrier Flavor Studio video: <https://vimeo.com/229320181>

