



Case Study - "Ready to Get CRUNK!!!" – Los Angeles



Project Challenge:

Crunk!!! Energy Drink needed to create a relevant buzz surrounding their product, while increasing loyalty and brand awareness in Southern California.

Winning Strategy:

To reach CRUNK!!!'s target demographic in a launch market as diverse as Los Angeles, Attack! conceptualized and executed a high-impact, multi tiered street program that offered thousands of consumers the chance to taste and be a part of the CRUNK!!! experience. Attack! created a multifaceted awareness campaign and developed a unique style of street marketing to successfully infiltrate local music scenes and college campuses through mass promotion and sampling. Teams of youthful and energetic brand ambassadors introduced thousands of consumers to the drink, both on the street, at events and through in-store 'wet sampling' demos. Sampling efforts were supported by traditional branded vehicles, as well as the "Crunkamino", a customized, fully branded 1967 El Camino SS with a cooler bed full of CRUNK!!! and over 2000 watts of sound. Attack! initiated sponsorship of popular local bands, artists and music festivals that gave the drink increased visibility. Rapper Lil' Jon, CRUNK!!!'s brand advisor, visited popular Los Angeles music venues alongside the CRUNK!!! street teams and increased excitement surrounding the drink.



Highlights:

- Sampling (wet, street and event)
- In-Store demos and follow-ups
- Detailed project reporting
- Brand ambassadors
- Sponsorship

Results over an nine-week period:

- Product was sampled at over 200 separate sample locations
- Approximately 5,500 wet samples were distributed
- Over 800 purchases were made as a direct result of in-store sampling
- Over 18,000 cans were distributed during guerrilla marketing events