

Booster Juice

CASE STUDY

Booster Juice is Canada's largest chain of golden fresh juice and smoothie bars. The iconic brand's mission is to create long-standing customer relationships by consistently delivering an incredibly delicious, convenient and nutritious product. Booster Juice required a media partner with a national reach, to help increase their brand awareness, engagement, loyalty and digital footprint.



STRATEGY

Postmedia and Booster Juice made the perfect team, combining Postmedia's media intelligence and first-party data to reach Canadians across the country. With Postmedia's digital solutions, we filled every stage of the marketing funnel – Awareness, Engagement, and Conversion – targeting the right audience segments that resonate with Booster Juice's market, from teenagers to parents to active city dwellers.

Key Solutions:

- Digital Display
- Sponsored content
- Print advertising
- Programmatic
- Search engine marketing
- Social media influencer marketing

RESULTS

The campaign significantly boosted awareness, delivering over 30 million digital impressions across both the Postmedia Network and off-network, along with print advertising in major city newspapers reaching over 9 million Canadians. Engagement rates were exceptional, with an average of 3 minutes spent on content pieces and more than 5 times the average engagement across social media platforms. As a result, Booster Juice saw increased store traffic and website visits, driven by lower-funnel tactics like retargeting and search engine marketing, which achieved an average conversion rate of 8% - twice the industry average.

30M+

DIGITAL IMPRESSIONS

10x

HIGHER SPONSORED
CONTENT CTR

3:00

TIME SPENT ON
SPONSORED CONTENT

5x

SOCIAL ENGAGEMENT
RATES

50%

DECREASE IN COST PER
ACQUISITION

3K+

CONVERSIONS



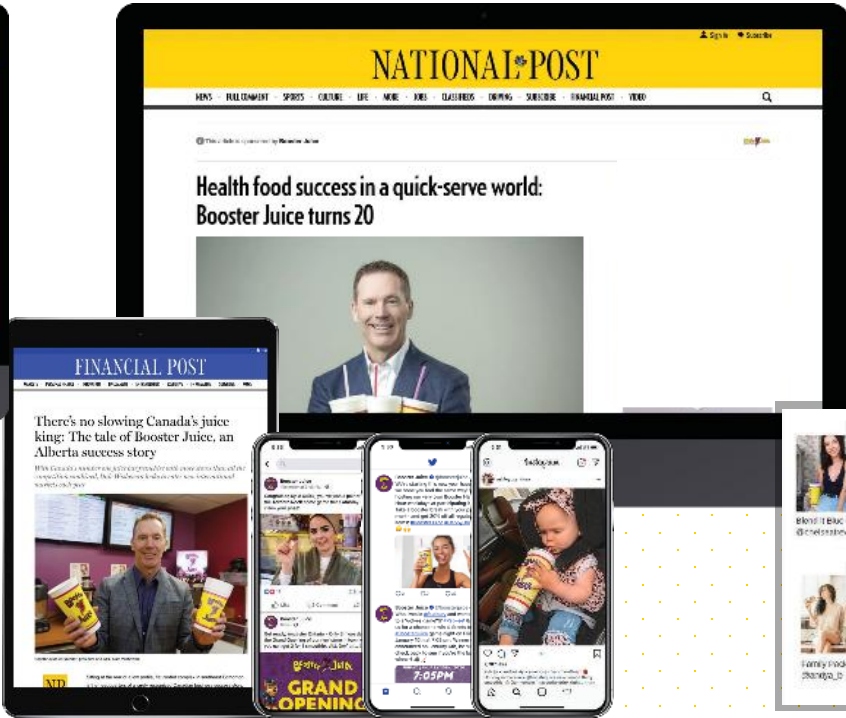
6x

During one of our campaigns, the total follower count of 474,568 across all influencers, received 6x more total comments than a Celebrity Influencer with a total of 893,000 followers

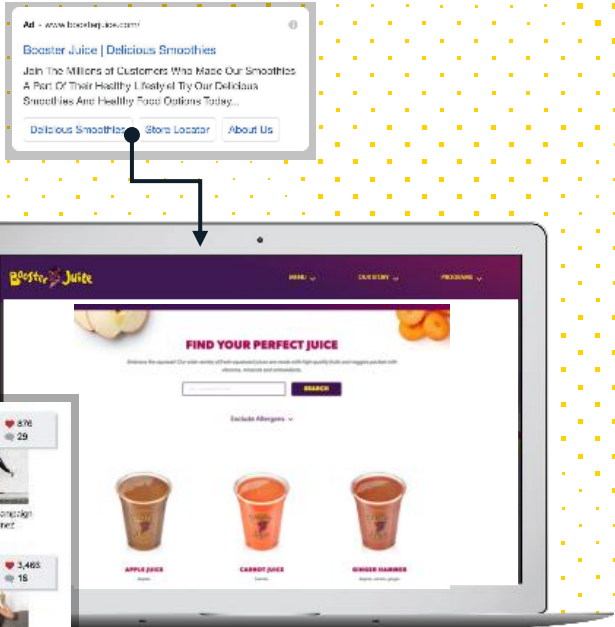
AWARENESS



ENGAGEMENT



CONVERSION



Booster Juice Campaign Results

SPONSORED CONTENT

3:00

AVG TIME SPENT ON ARTICLE

30M+

CONTENT DIGITAL IMPRESSIONS

9M+

PRINT REACH

SOCIAL

5X

HIGHER ENGAGEMENT RATE

345

INFLUENCER POSTS

12K+/191K

SOCIAL COMMENTS/LIKES

VIDEO

260K+

VIDEO VIEWS

75%

AVG VIDEO COMPLETION RATE

SEARCH

3K+

CONVERSIONS

2X

CLICKTHROUGH RATE

50%

MORE COST EFFECTIVE

