

Boost Drinks

32% of Boost's social sampling campaign participants went on to immediately purchase a Boost drink

Objective

BOOST came to SoPost to activate a social sampling campaign in order to promote positive brand awareness and to 'boost' their customer's mood during the Winter season.



Solution

By using a Facebook and Instagram Lead Generation campaign, consumers could interact with Boost's in-house chat bot (BoostBot) and ask for a free can to 'Boost their January Blues'.

| 2,500

targeted consumers
received a sample

Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

57%

of consumers opted-in to further marketing

170

five-star reviews earned



4.38

average rating

**Sarah, did you
enjoy your sample?**



Boost Energy Sugar Free Original
Boost



[I haven't tried my sample yet...](#)

48%

of consumers were
likely to buy within
the next six months

89%

of consumers would
recommend Boost
Drinks to a friend

32%

consumers told us they
have already gone on to
purchase a Boost Drink

