

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



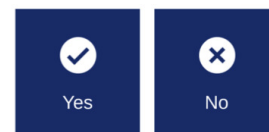
4.38

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

