



experiential ideations

brand activations

▶ case study

About Client

A pharmaceutical brand released a new health and fitness app, geared toward individuals who have type 2 diabetes, cardiovascular health concerns, high blood pressure, high cholesterol or other medical conditions. Once a registered user, consumers have access to a library of healthy recipes and exercise suggestions with customized options based on user preferences. The app includes a personal AI coach, who encourages each user to stay on his/her individualized health and fitness routines.

Due to signed agreements, name of client is confidential.

Goals of Campaign

- Increase app downloads
- Raise awareness and build pharmaceutical company reputation
- Educate physician offices and medical staff

Highlights

- 3-month, 70-stop mobile marketing tour across the state of California
- Tier 1 stops included sanctioned events, festivals/fairs and medical conferences for both B2C and B2B engagement
- Tier 2 stops included physician offices, retail/pharmacy locations and guerrilla marketing stops
- Leveraged an app partnership for proximity push notifications to reach older female audience nearby activation locations

Results

- 200,000+ estimated impressions of the tour
- 4,000+ confirmed on-site app downloads
- 20,000+ samples of slushies or popcorn treats
- 50,000+ direct consumer interactions
- 6.47% click-through-rate on partner app push notifications

Fully Turnkey Tour

A fully branded experiential vehicle traveled from stop to stop to educate consumers about the latest health and fitness app, built on customization!

As the experiential partner, we designed all of the campaign creative, as well as scheduled the tour stops, oversaw logistics, staffed and executed the tour.

The experiential footprint included:

- Fully wrapped food truck, turned into a welcoming slushy shack with awning
- Facial detection cameras to measure impressions, dwell time and audience demographics
- Two giant logoed balloons to grab attention
- Charging stations for smartphones
- Smart screen TV kiosk display to demonstrate app features
- 10X10 pop-up tent with table and brochure ware
- Two tall tables with logoed umbrellas
- Digital ads with proximity-based push notifications
- NFC signage to provide quick access to download
- A-frame signs to promote free samples



“ I hurt my Achilles tendon and am having a hard time getting started at the gym again. I’ll consider this app for activities I can do.”

// **Fair Attendee**

“ I just sent this app info to my stepdad. He has type 2 diabetes. Maybe this app can help him.”

// **Fair Attendee**

About dio

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dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.

