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ideations

brand activations

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About Client



Lightlife makes food for carnivores, vegetarian, vegans, and everyone in between—no matter the label. To put it simply, they believe in making delicious plant-based food that everyone can enjoy. So, they work tirelessly to bring satisfying plant-based products that don't only taste great, but are great for the environment, too. www.lightlife.com

Goals of Campaign

- Distribute samples of Lightlife's new plant-based burgers to anyone interested in trying them in order to raise brand and product and drive sales at local grocery store locations

Highlights

- We wrapped the food truck with full Lightlife branding and installed all necessary cookware inside for the tour
- Researched events and high traffic areas and developed a strategic tour route, based on Lightlife's market targets of New York City, Toronto, Chicago, Los Angeles, Palo Alto, Seattle, Bellevue, Chandler and Phoenix
- Managed all the food samples and ingredients, coordinating in-market pick-ups throughout the 10-week tour

Results

- **118,640** estimated impressions
- **38,440** burger samples distributed
- **6,605** coupons distributed
- **462** branded premiums distributed

Grillin' up brand awareness cross-country

10-week cookout on wheels

dio worked with Lightlife to deploy a fully-branded food truck with a brand ambassador team at various high-traffic events, fairs, festivals and sporting events across the US and Canada.

At each food truck sampling tour stop, our team had the opportunity to share samples and also connect with the audience personally. The sampling activation gave us a few minutes of interactive time to not only share delicious food but also key talking points from the brand.

Burgers, how you like 'em

Burgers were cooked by our team on propane grills, and consumers were given the options of vegan cheese, shredded lettuce, tomato, ketchup, mustard and more with brioche, vegan or gluten-free buns. This allowed people to assemble their burgers how they preferred and really *experience* the product as they probably would if they were preparing them at home.

The results? Yummy!



"Being in LA, I'm very particular about what I eat, and Lightlife is a brand that I approve of."
// Katie, Beverly Hills

"I have tried pretty much all the other plant-based burgers, and this is by far the best! Great job guys!"
// Jonathon, San Francisco



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.



For more campaign information, please visit diousa.com/work/lightlife-food-truck-sampling-tour/