

ISOPURE x Amazon

Case Study

Treasure Truck Sampling Activation

One day of national product trial, sampling, giveaways and interactive engagement.

National Sampling • Product Trial • Measurable Activation Results

ISOPURE | amazon

Built for Scale.
Designed for Trial.

Drive awareness and trial for new ISOPURE INFUSIONS through wet sampling alongside the Amazon Treasure Truck.

MARKETS

24
Cities

TOTAL PRODUCT SAMPLES

18,061

STAFF

3
Brand Ambassadors per location

COUPONS DISTRIBUTED

8,720

GAME INTERACTIONS

5,437

T-SHIRTS DISTRIBUTED

3,390





ISOPURE X AMAZON / TREASURE TRUCK

ISOPURE
amazon