

# CASE STUDY

## MEDIA MAILER PRODUCT LAUNCH & REBRAND SPARKLING ICE+ CAFFEINE TIE DYE KITS



### THE SITUATION:

Sparkling Ice+ Caffeine packaging redesign complete, the 5W Public Relations team needed an innovative way to introduce media and bloggers to the new Sparkling Ice+ Caffeine.

### THE CHALLENGE:

Cutting through the noise! When it comes to media coverage, you need something innovative, something fun, and something more than the traditional release to grab the attention you're after. With a product launch mid-pandemic, the challenge is also being situationally aware. The brand is positioning itself as a lifestyle brand, meaning the product needs to fit seamlessly.

### THE RESULTS:

Blogger enthusiasm! The team saw results on social & in feedback from those that received their kits. Results like:

"Thanks so much. I'm excited to tie dye the t-shirts with my nieces." - Convenience Store News

"Our boys are loving this activity. The flavors are delicious too!" - CNN Entertainment

"We are SO into tie-dye, especially our toddler. Thank you! Thank you!" - Motherly

### THE PRODUCT(S):

The first element we designed for the custom tie dye kit was the mailer box. The dimensions of the product going inside along with the other fun items meant we would need to construct a custom box. We then designed the box with the end result in mind. The tie dye colors matched the brand colors - fun and vibrant - and the tie dye itself looked textured, as if it were a t-shirt wrapping the box.

Inside the box was a surprise message, uncovered once items were removed, encouraging recipients to "share the sparkle". We produced white t-shirts with subtle Sparkling Ice branding. These accompanied everything else you would need to have the full tie dye experience - enough for the whole family.

The t-shirts and dye along with the new Sparkling Ice+ Caffeine cans were all packed in the boxes with custom branded tissue paper. We designed the tissue paper with all of the new Sparkling Ice product in a fun step & repeat pattern throughout the sheets. Digitally printed in full color edge to edge, the custom filler delivered a little extra sparkle.