

# Beverage Sampling (pre COVID) CASE STUDY

## HiBall Energy – August - September 2019

Procurement | Staffing | Distribution | Mapping | Project Management

### START:

A 2 month guerilla sampling campaign focused in the areas of Greater Los Angeles City, West Hollywood, Santa Monica/Venice, Long Beach/ Hermosa Beach and Austin, TX

### GOAL:

This is a strong initiative of the Anheuser Busch non-alcoholic division to offer a caffeinated sparkling water brand.

The goal was to get it noticed and in the target markets' hands for trial, and collect survey results on tablets.

### FINISH LINE:

The Experiential Network conducted market research, training, graphics, project management and event execution.

Local staff were trained on product and survey process.

Our team of project managers handled asset procurement (pedicab, apparel, backpack banners, wagons, bikes etc), equipment, labor, R&D, logistics, training and managing of the local group of brand ambassadors.



### RESULTS:

- Total # Events: 118
- Total Miles Walked: 200.6
- Total Surveys: 1,253
- Total Units Sampled: 25,000