



Oh Yeah!  
Reactivating a Brand  
for a Social Media Era

Lifting innovative self-created content to the “Kool-Aid® Mom” invigorates Kraft’s re-launch of an iconic brand.

**3x**

Increase in targeting efficiency versus legacy keywords

**547%**

Outperformance of purchase intent norm

**STORYLIFT**



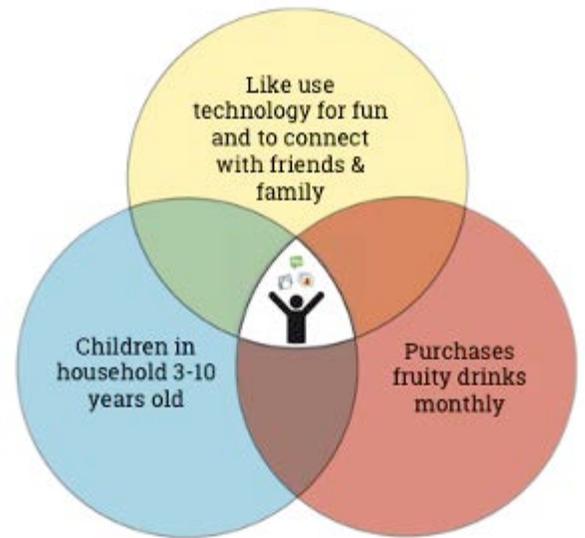
Kool-Aid®, an American icon, has been bringing the “Oh Yeah” to American homes for some amount of time. The Kool-Aid Man has been a venerable staple of its brand image for over 70 years.



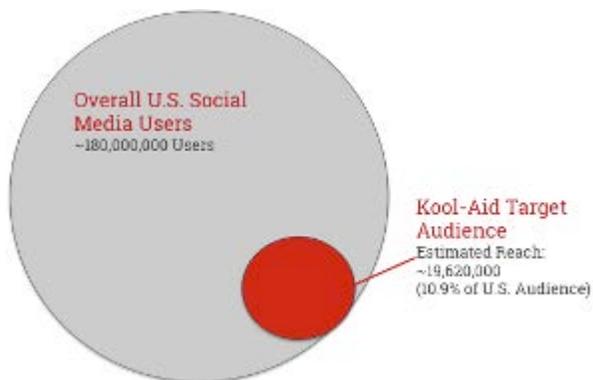
VSA Partners designs and activates brands to outperform in the modern world. VSA’s interconnected approach to strategy, design and technology helps transform and propel some of the world’s most respected brands and forward-thinking businesses.

# Connecting to the “Kool-Aid®” Mom

The iconic Kool-Aid® brand has an established relationship with Mom; but as for the rest of the family, not so much. When it came time to launch a new tagline and unveil a new life-like CGI Kool-Aid Man, Kool-Aid® and its partner agency VSA Partners knew it not only needed engaging new content and experiences for mom, but it also needed an efficient way to engage with the “Kool-Aid® Mom” who is more likely to engage within her sphere of influence.



## Right Content + Right Audience = Oh Yeah!



Kool-Aid® created a campaign designed to reach Moms across a series of apps, sites and other digital experiences. Having defined **who** the ideal audience was for their innovative content they turned to us to tell them **where** they were.

We segmented an audience of over 19 million Kool-Aid® Moms for them to target with their campaign of “random acts of fun.” Measuring campaign success by the most important of metrics—Purchase Intent—VSA Partners estimated that the campaign outperformed the purchase intent lift norm by 547%!

### GET THE RIGHT READERS FOR YOUR CONTENT

Ready to increase your leads and reach the right consumer with the right message? Go to [www.storylift.com](http://www.storylift.com) to find out more. You can also contact us directly at **888-782-0409** or [sales@storylift.com](mailto:sales@storylift.com) to set up a free demo.