

CASE STUDY

Vitamin Water

Industry: Retail

Vehicle: On-Pack & In Store

Products: Music Download Card

Features: Custom Card, Custom Promo Landing Page

Vitamin Water utilized a free digital download offering an exclusive video and remixed song from Kelly Clarkson's new album. A focus was placed on creating an interactive site to promote both the product and the artist. The free digital downloads were offered with purchase of Vitamin Water cases at Wal-Mart Stores.

