



ALETHEIA
MARKETING & MEDIA

CASE STUDY

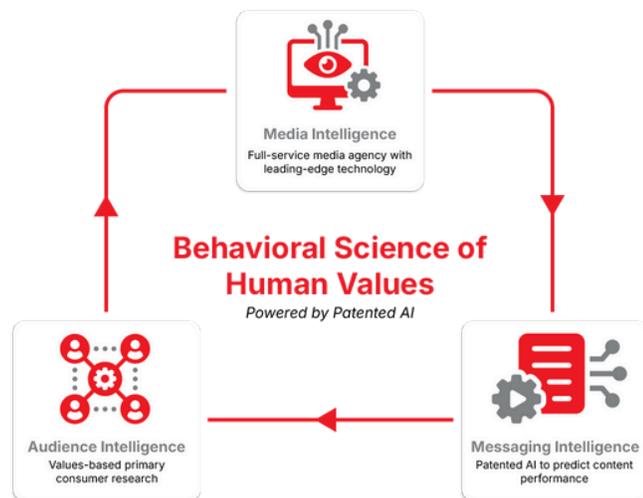
HELPING A CHALLENGER CPG BRAND PUNCH ABOVE THEIR WEIGHT

CHALLENGE

LEVERAGE A LIMITED BUDGET TO GAIN EXPOSURE
IN A CROWDED CPG MARKETPLACE

In a highly competitive dairy space, yet they lack the budgets of Danon or Yoplait. They needed to make a big splash trying to reach a coveted "Millennial Mom" audience. Ellen DeGeneres was the queen of daytime talk shows at the time and their dream was to get in front of her audience, but the cost was much too high for their budget.

Working with our partners at NBC Universal, we designed a custom opportunity perfect for our client. Kristen Bell was launching her own web series, "Momsplaining" as part of Ellen's media network. As an inaugural sponsor, we were able to craft a truly unique package that included 100% SOV, in-program branding, 65MM+ impressions across Ellen's Media Network and social channels, and the coup de gras, Kristen Bell drinking our client's product on air while expressing how much she loves it. The result was a high-impact custom media campaign that reached a coveted audience at a fraction of the cost of their original dream.



RESULTS

BRAND IMPRESSIONS
OVER

65,000,000