

Topo ChicoTM
SABORES

2024 CAMPAIGN



INSPIRED BY THE LEGENDARY TASTE



NO ADDED SUGAR
15 CALORIES

EST. 1988

ICY COLD

Topo Chico
SABORES

TANGERINE
GINGER EXTRACT
SPARKLING WATER

LIME WITH MINT
EXTRACT
FLAVORED SPARKLING WATER
WITH OTHER NATURAL FLAVORS
FLAVORED SPARKLING WATER WITH REAL FRUIT JUICE

12 FL OZ (355 mL)

5 CALORIES PER FL OZ

INSPIRED BY THE LEGENDARY TASTE



NO ADDED SUGAR
10 CALORIES

EARNED

SaboresTV & Sabores National Rollout

Overview: To celebrate the national rollout of Topo Chico Sabores and the launch of SaboresTV, Zeno conducted targeted outreach to ad/marketing trade and F&B trade media, offering interviews with TCCC spokespeople and sending product samples to priority media.

Results:

- **6** placements*
- **815K+** impressions*
- 8.7 EMS
- **100%** key message pull through
- **83%** standalone features



AdAge

Topo Chico His its Own
Variety Show Called
SaboresTV

CStoreDecisions CStoreProducts

New Sparkling Water
Flavors

dsn

Topo Chico Broadens
Sabores Availability



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PAID

The Media Creative Ecosystem Showcases Product and Drives to SaboresTV



*Social cutdowns drive to TC 1XP site prior to microsite launch



We're using high reach driving tactics on Snapchat to build exciting moments that engage Truth Seekers and spark trial of Topo Chico Sabores

Recommended Placements

- Snap Ads
- Commercials
- **AR Lens** (started 5/15)
 - In collaboration with Snapchat & creative teams, create a unique AR experience on Snapchat that unlocks exclusive Sabores TV content. For example – user can scan anything in the shape of a rectangle with Snapchat's camera & transforms it into a nostalgic 90s TV, playing Sabores TV content.

Truth Seekers on Snap:

A18+

Lifestyles > Adventure Seekers

Lifestyles > Arts & Culture Mavens

Lifestyles > Do-It-Yourselfers

Lifestyles > Film & TV Fans

Lifestyles > Foodies

Lifestyles > Green Living Enthusiasts

Lifestyles > Outdoor & Nature Enthusiasts

Lifestyles > Travel Enthusiasts

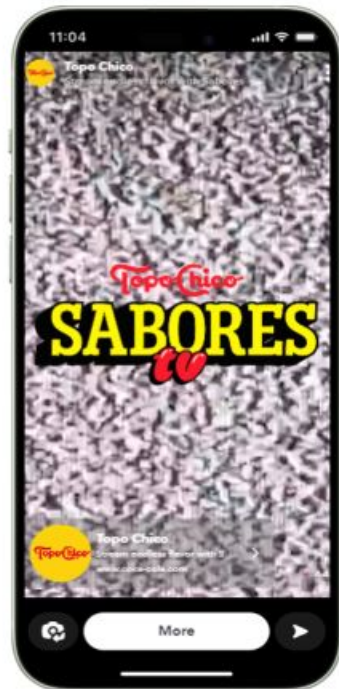
Lifestyles > Wellness & Healthy Lifestyle



Details

Flight: 5/6 - 7/31

Estimated Impressions: 267,765,940





TikTok's native environment speaks to Truth Seekers during moments of discovery, garnering strong reach and scale with the In-Feed video placement with a mix of product and SaboresTV content.



Details

Flight: 5/6 - 7/31

Estimated Impressions: 200,000,000

Truth Seekers on TikTok:

A18+

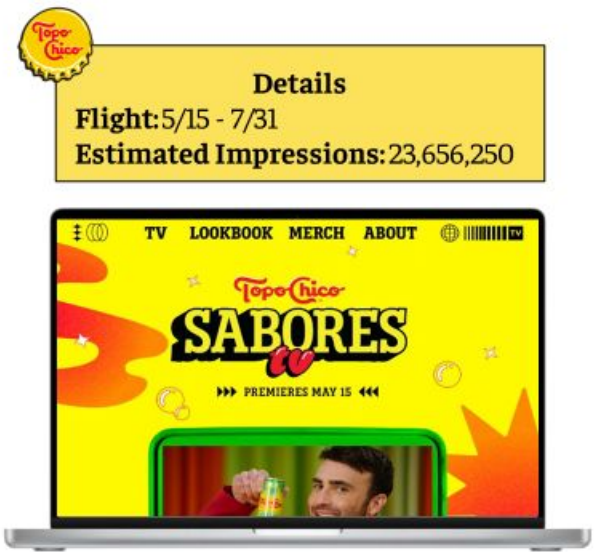
Interests: Health & Fitness, Sports & Fitness, Exercise & Fitness, Physical Fitness, Music, Dance, Yoga & Dance, Movie, Sports & Outdoors, Food & Beverage, Water, Technology, Fashion, Restaurants, Movie Theater, Watching movies, movie tickets, authenticity

Video Interactions: Movies & TV works, Dance, Music, Other Fashion, Technology, Fitness & Health

Hashtags: #sparklingwater, #hiker, #hikersoftiktok, #hike, #hikingtiktok, #hiking, #dance, #fashiontik



Leverage Complex's drop culture and host SaboresTV through the custom microsite, unique merchandise designs, and channel amplification



MICROSITE

Bespoke microsite hosting SaboresTV episodes, lookbooks, and merch drops



MERCHANDISE

Custom limited items designed by Vandy the Pink



AMPLIFICATION

Multi-channel promotion to drive users to Topo Chico Sabores content



Launching our SaboresTV Custom Microsite

Complex built a bespoke microsite to feature full SaboresTV episodes, Vandy the Pink's Topo Chico merchandise and lookbooks, and a link to the 1XP site to extend the customer journey and collect 1PD



Featured full-length Food and Music episode



Merchandise spotlights and lookbooks



Giveaways and 1XP site integration allows for 1P data collection

Driving Excitement with Sabores x Vandy the Pink

STRATEGY

The formula to driving hype? Exciting (especially unconventional) product, a collaborator with a cult following, and limited availability creating just the right level of exclusivity.



DESIGNER

Vandy the Pink (227K followers), known for his vibrant and whimsical designs, allows his work to speak for itself, often concealing himself behind his label's creations. Born in South Korea, he infuses his designs with a collection of memories, references, and influences gathered along his path. Vandy The Pink's ability to blend personal vision and influences into light-hearted, feel-good designs sets him apart in the streetwear scene, showcasing his dedication to injecting fun and passion into his creative output.

PRODUCT

Vandy the Pink will put his unique and eye-catching artistry on three Sabores merch items:

1. Food episode-inspired cooler (limited quantity)
2. Music episode-inspired turntable* (limited quantity)
3. Custom t-shirts (larger quantity)



Amplification Across Complex and NTRWK

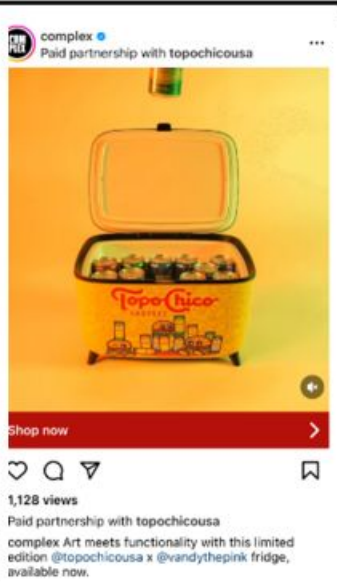
- We are activating a robust mix of custom assets across display and social alongside added-value NTRWK in-app promotional levers for high visibility & buzz targeting our key audiences

COMPLEX

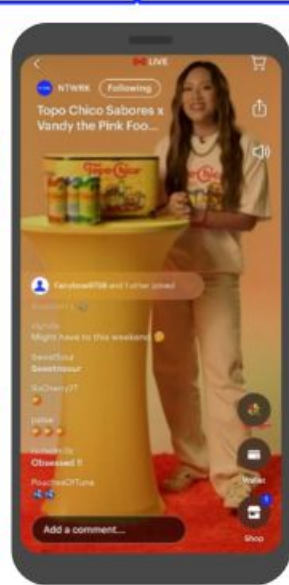
NTRWK



Homepage Takeovers



Social Extensions on O&Os



Giveaway Episodes



Email Blasts

We'll bring the “Magic of Discovery” to Truth with a bespoke activation that highlights Sabores branding and provides a unique value exchange



What: A mobile SaboresTV party, complete with comfortable seating, brand ambassadors, and sampling.

Where: High traffic areas and neighborhoods with strong cultural identities that Truth seekers will be drawn to in their quest for discovery.

Flight: 5/16 – 7/5; (1) weekend activation per market

Markets: Atlanta, Miami, Tampa, Washington D.C, Seattle, Portland



We're also staying authentic and down-to-earth with a variety of OOH tactics to meet Truth Seekers at key locations



What: Formats like wild posters, painted walls, wrapped transit shelters, digital boats, and digital kiosks provide a strong street-level presence as Truth Seekers explore these markets.

Where: Neighborhoods with strong cultural identities that will naturally draw in Truth Seekers.

Flight: 5/6-7/28*

Markets: Atlanta, Miami, Tampa, Washington D.C, Seattle, Portland

* Not all media will run for the full 12wk timing.



Digital Kiosks - Tampa



Wildposters - Atlanta, Miami, D.C., Seattle, Portland



Wrapped Transit Shelters - Miami & Portland



Wallsapes - Portland & D.C.



Digital Boats - Miami & Tampa

Here's how Paid Media rolls out this year!





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15 CALORIES PER CAN

EST. 1888

ICY COLD

Topo Chico
SABORES

TANGERINE
WITH GINGER EXTRACT
FLAVORED SPARKLING WATER
WITH OTHER NATURAL FLAVORS
REAL FRUIT JUICE

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10 CALORIES PER CAN

EST. 1888

WITH MINT EXTRACT
SPARKLING WATER
WITH OTHER NATURAL FLAVORS
FLAVORED SPARKLING WATER WITH REAL FRUIT JUICE
12 FL OZ (355 mL)

PAID
ASSETS

TASTE TEST



VERY COLD •
TOPO CHICO
SABORES
BLUEBERRY
WITH HIBISCUS EXTRACT
FLAVORED SPARKLING WATER
PREPARED SPARKLING WATER WITH 5% ALC/VOL

BORING
BERRY
WATER

SA



IMPORTED BY THE SACRAMENTO AREA
TOPO CHICO
SABORES
LIME WITH MINT EXTRACT
FLAVORED SPARKLING WATER
SPARKLING WATER WITH REAL LIME JUICE

BORING
LIME
WATER

SA



IMPORTED BY THE CARGILL GROUP
BOTTLED • 100% NATURAL
Topo Chico
SABORES
TANGERINE
with GINGER EXTRACT
FLAVORED SPARKLING WATER
100% CARBONATED WATER WITH REAL FRUIT

BORING
ORANGE
WATER

SHOPPING :06 + : 15

S

TODAY'S SPECIAL VALUE

Topo Chico
SABORES



@TOPOCHICOUZA



SA

BLE A

NEAR YOU

AVAILABLE AT A FLAVORFUL RETAILER NEAR YOU

AVAILABLE AT A FLAVORFUL RETAILER NEAR YOU

S

TODAY'S SPECIAL VALUE

Topo Chico
SABORES



TANGERINE ORANGE EXTRACT FLAVORED SPRICING WATER	LIME WITH MINT FLAVORED SPRICING WATER	BLUEBERRY BINGO EXTRACT FLAVORED SPRICING WATER
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@TOPOCHICOUZA



SA

BLE A NEAR YOU AVAILABLE AT A FLAVORFUL RETAILER NEAR YOU AVAILABLE AT A FLAVORFUL RETAILER NEAR YOU

TEASER

Topo Chico™

SABORES
tv



INSPIRED BY THE LEGENDARY TASTE

NO ADDED SUGAR

15 CALORIES PER CAN

EST. 1893

VERY COLD

Topo Chico™ BRAND

SABORES

TANGERINE

WITH GINGER EXTRACT

FLAVORED SPARKLING WATER

WITH OTHER NATURAL FLAVORS

REAL FRUIT JUICE

INSPIRED BY THE LEGENDARY TASTE

NO ADDED SUGAR

12 FL OZ (355 mL)

OTHER NATURAL FLAVORS

SPARKLING WATER

WITH REAL FRUIT JUICE

EST. 1893

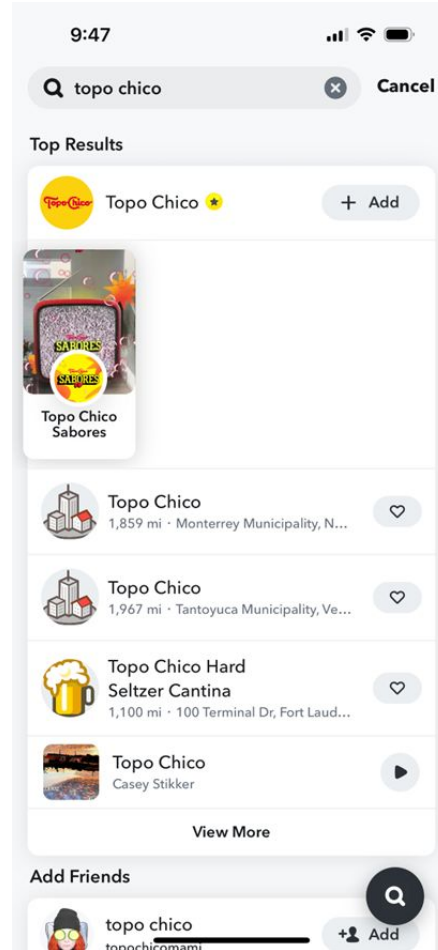
INSPIRED BY THE LEGENDARY TASTE

NO ADDED SUGAR

10 CALORIES PER CAN

EST. 1893

SNAPCHAT





TOPO CHICO
SABORES

TANGERINE
WITH GINGER EXTRACT
FLAVORED SPARKLING WATER
WITH OTHER NATURAL FLAVORS
REAL FRUIT JUICE

NO ADDED SUGAR
15 CALORIES

VERY COLD

NO ADDED SUGAR
10 CALORIES



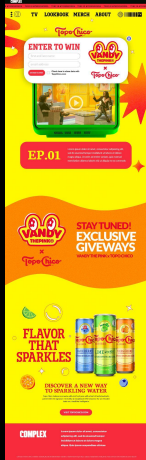
12 FL OZ (355 mL)

FRESH MINT
EXTRACT
SPARKLING WATER
WITH OTHER NATURAL FLAVORS
FLAVORED SPARKLING WATER WITH REAL FRUIT JUICE

5 CALORIES

COMPLEX

MICROSITE - FLIGHT 1



TOPICOCHICO

FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO FOLLOW US @ TOPICOCHICO



TV

MERCH

ABOUT



TopoChico SABORES TV



EP.01

Get ready for a flavor feast! Host Rob Anderson sits down with Atlanta chef Dayana Joseph and learns how to make her infamous Grilled Lobster with Scotch Bonnet Sauce. Discover Me, Sheryl's deals on Sabores Shopping, and watch Rob taste the Lime and Mint difference in Sabores or SABDores.

MICROSITE - FLIGHT 2

COMPLEX

TV LOOKBOOK MERCH ABOUT

Topo Chico SABORES TV

EP.01 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

LOOKBOOK

◀◀ ●●●▶▶

MERCH DROPS

LIMITED EDITION FRIDGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

ENTER TO WIN

FLAVOR THAT SPARKLES

DISCOVER A NEW WAY TO SPARKLING WATER

Visit Topo Chico's new website and fresh juice with a hint of herbal extracts, paired with the signature personality & explosive effervescence that is elevated into a healthier indulgence.

VISIT TOPOCHICO.COM

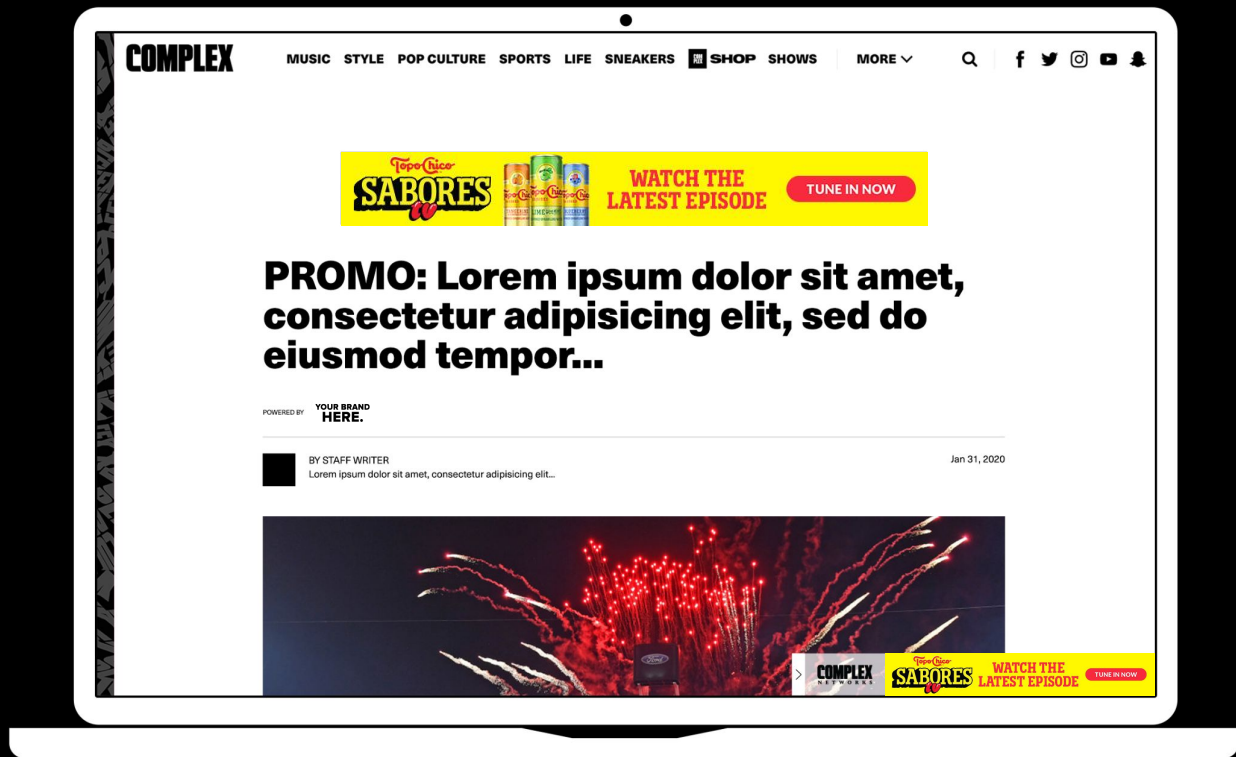
COMPLEX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices



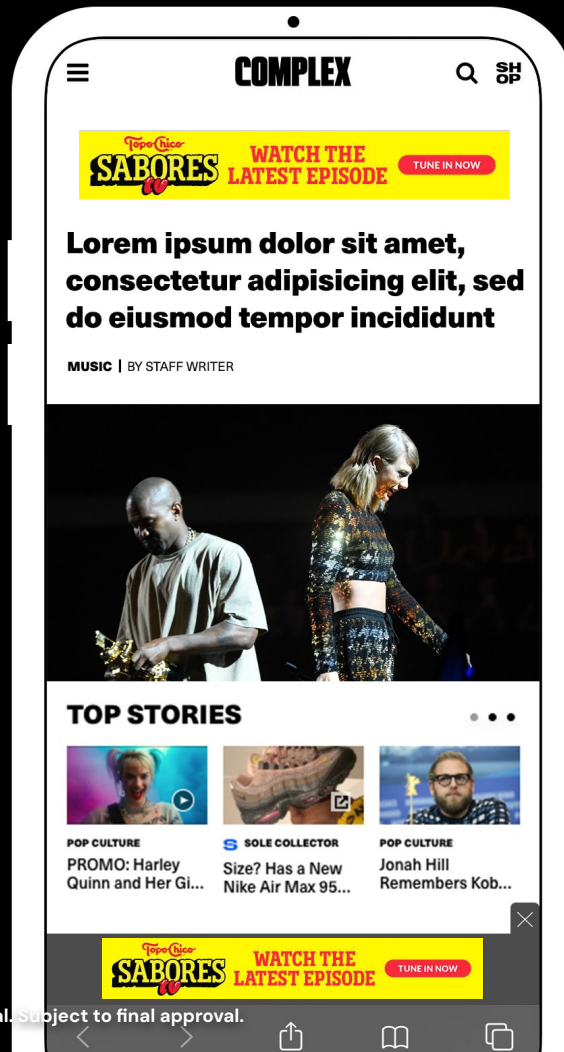
DISCLAIMER: Concepts and details directional. Subject to final approval.

DELUXE BILLBOARD TAKEOVER



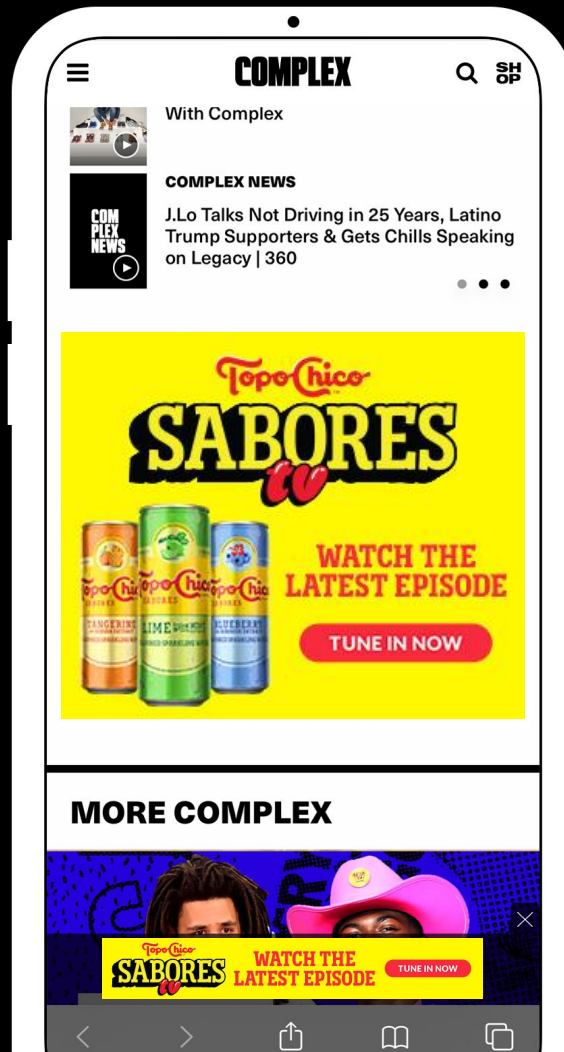
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DELUXE BILLBOARD TAKEOVER



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DELUXE BILLBOARD TAKEOVER

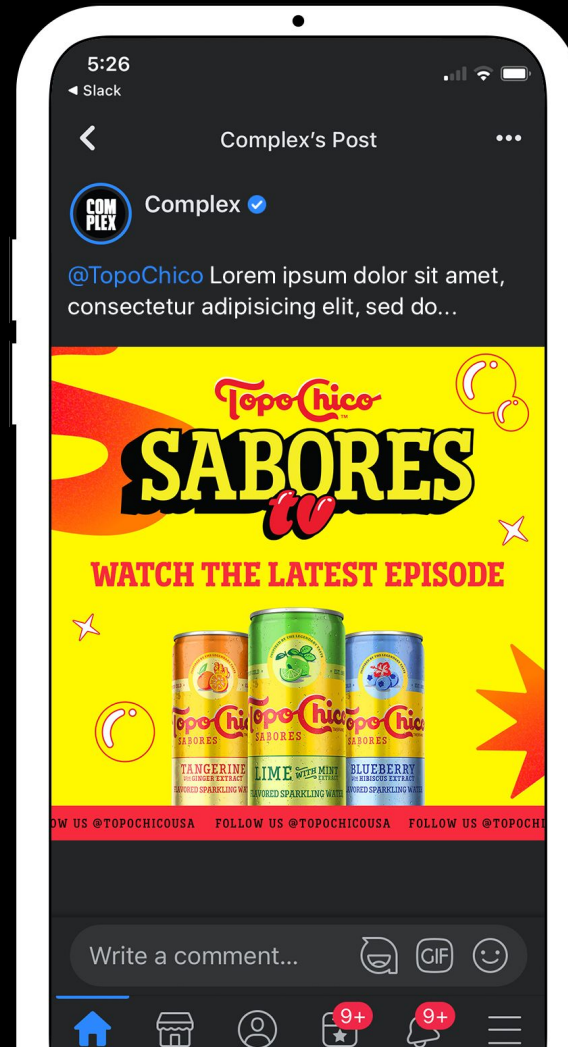


FB POST- 01-live 05.15.24

COPY

Introducing: SaboresTV, an episodic series inspired by the all-new Topo Chico Sabores — a sparkling water available in three amazing flavors: Tangerine with Ginger, Blueberry with Hibiscus and Lime with Mint. So flavorful and so effervescent, it deserved its own TV show with flavorful personalities, artists, and fans..

Click the link to watch Episode 1.
Link: sabores-tv.com



DELUXE BILLBOARD TAKEOVER - SET 02

The screenshot shows a laptop displaying the Complex website. The website header includes the 'COMPLEX' logo and navigation links for MUSIC, STYLE, POP CULTURE, SPORTS, LIFE, SNEAKERS, SHOP, SHOWS, and MORE. There are also social media icons for Facebook, Twitter, Instagram, YouTube, and Snapchat. Below the header is a featured article with a photo of a person in a white shirt and another in a sequined outfit. The article title is 'A Boogie Wit da Hoodie Shares New Single "King of My City"'. Below the article is another headline: 'Ludacris Surprises South Florida High School Students With \$75,000 Worth of Music Equipment'. The main content area is dominated by a large, vibrant yellow and red billboard for 'Topo Chico SABORES VANDY THE PINK'. The billboard features the 'Topo Chico SABORES' logo, a stylized 'VANDY THE PINK' logo with two faces, a yellow refrigerator with the 'VANDY THE PINK' logo, and the text 'LIMITED EDITION TOPO CHICO x VANDY THE PINK FRIDGE'. A large 'ENTER TO WIN' graphic is on the right, with a 'SABORES-TV.COM' button below it. A red banner at the bottom of the billboard contains the text 'FOLLOW US @TOPOCHICOUSA'. Below the billboard is a 'SHOWS' section with a 'VIEW ALL' button. At the bottom of the laptop screen, there is a footer with the 'COMPLEX NETWORK' logo, the 'Topo Chico SABORES' logo, and the 'ENTER TO WIN' text.

COMPLEX MUSIC STYLE POP CULTURE SPORTS LIFE SNEAKERS **SHOP** SHOWS MORE ▾

A Boogie Wit da Hoodie Shares New Single "King of My City"

Ludacris Surprises South Florida High School Students With \$75,000 Worth of Music Equipment

Topo Chico SABORES

VANDY THE PINK®

LIMITED EDITION TOPO CHICO x VANDY THE PINK FRIDGE

ENTER TO WIN

SABORES-TV.COM

FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA FOLLOW US @TOPOCHICOUSA

SHOWS [VIEW ALL](#)

COMPLEX NETWORK **Topo Chico SABORES** **VANDYTHEPINK®** **ENTER TO WIN**

DELUXE BILLBOARD TAKEOVER - SET 02

COMPLEX MUSIC STYLE POP CULTURE SPORTS LIFE SNEAKERS **SHOP** SHOWS MORE ▾

SPORTS | BY STAFF WRITER
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...

Topo Chico SABORES
VANDY THE PINK®
LIMITED EDITION FRIDGE
ENTER TO WIN
SABORES-TV.COM

MUSIC | BY STAFF WRITER
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...

COMPLEX NETWORK **Topo Chico SABORES** **VANDY THE PINK®** **ENTER TO WIN**

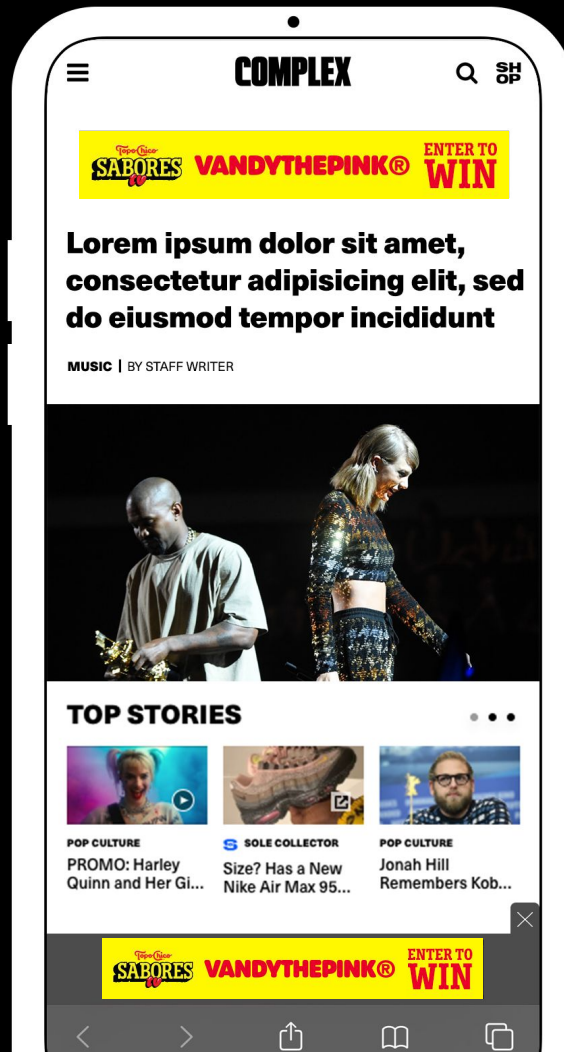
DELUXE BILLBOARD TAKEOVER - SET 02

The screenshot shows a laptop screen displaying a website layout. At the top left is the 'COMPLEX' logo. The navigation menu includes 'MUSIC', 'STYLE', 'POP CULTURE', 'SPORTS', 'LIFE', 'SNEAKERS', 'SHOP', 'SHOWS', and 'MORE'. Social media icons for Facebook, Twitter, Instagram, YouTube, and Snapchat are on the right. A yellow banner at the top features 'Topo Chico SABORES VANDY THE PINKS LIMITED EDITION FRIDGE ENTER TO WIN'. The main article has a large bold title: 'PROMO: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...'. Below the title is a 'POWERED BY YOUR BRAND HERE.' section. The author is listed as 'BY STAFF WRITER' with a placeholder image and the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit...'. The date 'Jan 31, 2020' is on the right. The article content is a large image of red fireworks. At the bottom right of the image is a 'COMPLEX NETWORK' logo and another 'ENTER TO WIN' banner for 'SABORES VANDY THE PINKS'.

DELUXE BILLBOARD TAKEOVER - SET 01



DELUXE BILLBOARD TAKEOVER - SET 01



COMPLEX IG STORY - 05.31

COPY

The limited edition @topochicousa x @vandythepink fridge drops TODAY on @NTWRK at 2pm PST/ 5pm ET

LINK STICKER: ENTER THE DRAWING AND TUNE IN

Link: sabores-tv.com



NTWRK IG STORY - 05.31

COPY

Keep your drinks as fresh as your style with the
@topochicousa x @vandythepink fridge

Dropping on NTWRK TODAY - 2pm PST/ 5pm ET!

LINK STICKER: ENTER THE DRAWING AND TUNE IN

Link: sabores-tv.com



NTWRK DEDICATED EMAIL - 02 - live 05.31.24

COPY

Subject: Have you heard about Topo Chico x Vandy the Pink?

Preview: The two brands have teamed up to create an epic merch collab you don't want to miss

Header: Keep your drinks as fresh as your style with the limited edition Topo Chico x Vandy the Pink fridge.

BODY:

In honor of SaboresTV's food episode, we at NTWRK are dropping a limited edition custom fridge, designed by none other than Vandy the Pink.

Introducing the Topo Chico Sabores x Vandy the Pink fridge featuring exclusive custom artwork. This vibrant yellow mini fridge combines the iconic style of Topo Chico with the unique artistic flair of Vandy the Pink. Perfect for any space and custom-made for Sabores, it offers powerful cooling capabilities to keep your Sabores cans chilled for easy convenience. Don't sleep on this collab – it's a must-have for fans of both brands and those who truly appreciate functional art.

CTA: Enter the drawing in the NTWRK app now and tune in to the live episode Friday 5.31 at 2pm PST/ 5pm ET to find out if you won!



NTWRK

Topo Chico
SABORES

VANDYTHEPINK®
LIMITED EDITION TOPO CHICO x VANDY THE PINK FRIDGE

ENTER TO WIN

NTWRK.COM SABORES-TV.COM SABORES-TV.COM SABO

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Click to watch SaboresTV: Episode 1

Enter Now

DOWNLOAD THE NTWRK APP

433 N. Fairfax Ave.
Los Angeles, CA

Manage Preferences
[Unsubscribe](#)

COMPLEX IG FEED - 05.31

COPY

Art meets functionality with this limited edition @topochicousa x @vandythepink fridge, dropping LIVE on @NTWRK today. One lucky person will win this fridge, perfect for keeping your #TopoChicoSabores as fresh as your style 🕶️

Click the link in our story to enter the drawing now and tune in to the live episode at 2pm PST/ 5pm ET to find out if you won! 🌞🍹🍔





NO ADDED SUGAR
15 CALORIES PER CAN
EST. 1888
INSPIRED BY THE LEGENDARY TASTE
TOPO CHICO
SABORES

TANGERINE
WITH GINGER EXTRACT
FLAVORED SPARKLING WATER
WITH OTHER NATURAL FLAVORS
REAL FRUIT JUICE

12 FL OZ (355 mL)

FRESH MINT
EXTRACT
SPARKLING WATER
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FLAVORED SPARKLING WATER WITH REAL FRUIT JUICE

INSPIRED BY THE LEGENDARY TASTE
NO ADDED SUGAR
10 CALORIES PER CAN
EST. 1888

OOH

FLAVOR THAT SPARKLES



FLAVOR THAT SPARKLES

© 2024 The Coca-Cola Company "Topo Chico" is a registered trademark of The Coca-Cola Company.



FLAVOR THAT SPARKLES

© 2024 The Coca-Cola Company "Topo Chico" is a registered trademark of The Coca-Cola Company.





**FLAVOR
THAT
SPARKLES**

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DISCOVER A NEW WAY TO SPARKLING WATER (DIGITAL KIOSK)



DISCOVER A NEW WAY TO SPARKLING WATER

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DISCOVER A NEW WAY TO SPARKLING WATER

© 2024 The Coca-Cola Company "Topo Chico" is a registered trademark of The Coca-Cola Company.





**DISCOVER A
NEW WAY TO
SPARKLING WATER**

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15 CALORIES

EST. 1988

ICY COLD

Topo Chico
SABORES

TANGERINE
SPARKLING WATER



LIME WITH MINT
SPARKLING WATER

12 FL OZ (355 mL)



NO ADDED SUGAR
10 CALORIES

**Owned
Digital**

Owned Digital: Capturing Excitement and Aligning Multiple Campaigns

Owned Digital Overview

Approach:

The Owned Digital Approach was primarily focused on building and maintaining the momentum across both Sabores creative and it's creative / merchandising partnerships. Additionally, the Owned Digital mindset included providing a cohesive, united approach to all Topo Chico promotions and campaigns running simultaneously.

Execution:

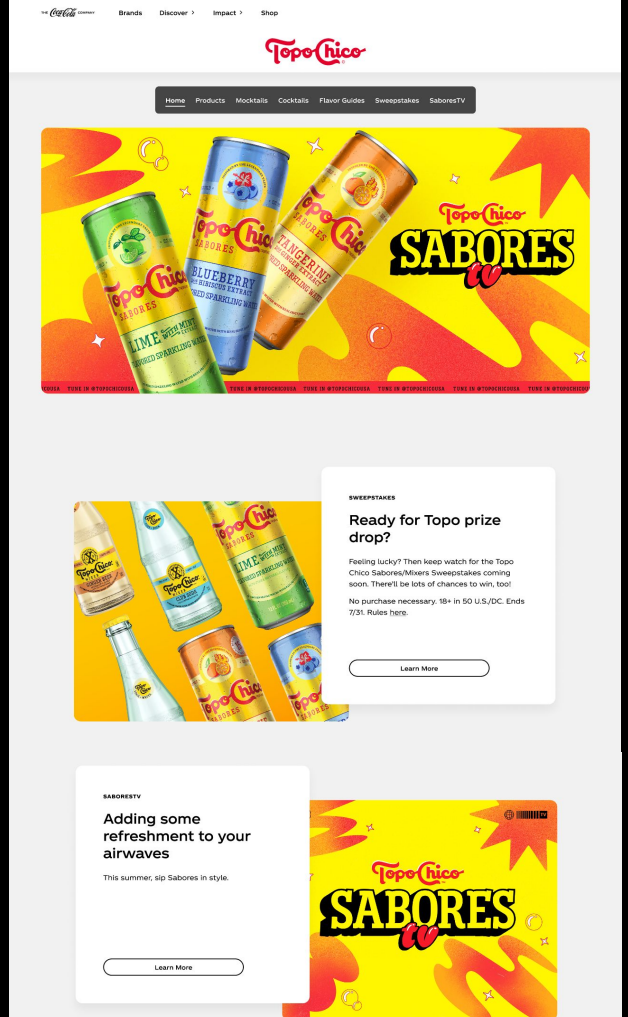
Owned Digital built out a **Teaser Page** within the existing Topo site to garner enthusiasm and 1PD sign-ups leading to the release of the Complex Site. This was accomplished via an opt-in form and countdown timer prominently displayed on the landing page, as well as specific prize tiles throughout.

Once Complex was live, Owned Digital continued to promote it via the bespoke **SaboresTV Landing Page**, which switched the focus from sign-ups to driving traffic directly to the Complex site.

CRM Support:

Owned Digital built the SaboresTV campaign into the overall Topo summer strategy, combining CRM efforts to highlight both SaboresTV creative and promotions as well the concurrent Sabores and Mixers sweepstakes.

CRM support included specific SaboresTV content as well as combined SaboresTV + Sabores / Mixers features across Email and SMS channels.



Topo ChicoTM
SABORES