

POCKET'S
CHOCOLATES

Picnic Club

EXPERIENTIAL MARKETING CAMPAIGN

BRAND CHALLENGE

THE MARKET

The "better-for-you" snack market is more competitive than ever, with consumers making purchases based on familiarity, packaging, and convenience rather than discovering new brands.

THE CHALLENGE

Pocket's Chocolates offers unique globally inspired flavors, but unfamiliar flavors can make consumers hesitate at the point of purchase without an opportunity to taste the product or connect with the brand.

THE GOAL

Create an activation that transforms product sampling into a memorable brand moment, driving awareness, trial, and retail consideration.



COMPETITORS:



CONSUMER INSIGHT

PEOPLE DON'T REMEMBER FREE SAMPLES. THEY REMEMBER THE EXPERIENCES SURROUNDING THEM.



Consumers rarely discover new snack brands while grocery shopping. Most stick with brands they already know and trust, making it difficult for emerging brands to earn a first purchase.



The opportunity isn't just getting consumers to try Pocket's. It's giving them a reason to remember it.

→ This insight inspired Pocket's Picnic Club.

POCKET'S PICNIC CLUB

Transform everyday sampling into a destination where consumers experience Pocket's as part of joyful summer memories.

GUEST EXPERIENCE:

- Sample Pocket's chocolate almond flavors.
- Lounge in a picnic-inspired environment.
- Play lawn games and capture photos with friends and family.
- Discover the brand through storytelling and retail touch points.



AI Rendering of the Pocket's Picnic Club Activation

CREATIVE DIRECTION

PLAYFUL. RELAXED. SHAREABLE.

POCKET ORANGE
#D98138

LIME GREEN
#D1E680

TURQUOISE SKY
#9FE3E5

VANILLA CREAM
#FFF9E6

SUNSHINE YELLOW
#FFF061

SOFT BLUSH
#FFACC1



TITLE
Al Fresco

HEADING
POPPINS REGULAR

SCRIPT ACCENT
SOPHIA PRO MEDIUM

BODY COPY
SOPHIA PRO REGULAR



EXPERIENCE ELEMENTS

WELCOME & SAMPLING



Branded Entry Signage



Sampling Cart

SOCIAL & ENGAGEMENT



Pop up Photo Wall



Outdoor games

COMFORT & ATMOSPHERE



Lounge seating



Picnic Blankets



Rattan-Potted Flowers



Umbrellas

EXPERIENCE ELEMENTS Pt.2

GIVE AWAYS



Pocket's snack size



Tote Bags



Mango Yuzo and Ube
Scented Mini Candles

WATER STATION



Water Dispenser



Water Cups

UNIFORM



Polo Shirts



Head Band



Dad Cap

ESTIMATED ACTIVATION BUDGET

Estimated costs for a one-day experiential activation. Budget allocations prioritize guest experience, product trial, and branded content creation.

INVESTMENT BREAKDOWN



- Experience Build (35)
- Production (18)
- Sampling (15)
- Content (12)
- Staffing (10)
- Giveaways (10)

EVENT ASSUMPTIONS

- Single-day activation
- Outdoor shopping center
- 5-hour experience
- Estimated 500–700 attendees
- 5 Brand Ambassadors
- Sampling of five Pocket's flavors
- Southern California market
- Budget estimates based on vendor averages

INVESTMENT STRATEGY

More than half of the budget is dedicated to the guest experience, creating an activation that encourages product trial, longer dwell time, and organic social sharing.

INVESTMENT AREA	COST
ACTIVATION SETUP	\$4.5K
FURNITURE & DECOR	\$2K
SAMPLING CART	\$2.5K
PRODUCT SAMPLING	\$1.2K
BRAND AMBASSADORS	\$1.5K
GIVEAWAYS	\$1K
PRODUCTION & LOGISTICS	\$2.8K
CONTENT CREATION	\$1.5K
	Estimated Investment ≈ \$17K

CONSUMER JOURNEY



1. DISCOVER

Social Media, creators & local events

Build awareness



2. ARRIVE

Immersive branded welcome

Create a memorable first impression



3. SAMPLE

Taste signature flavors
Drive product trial



4. ENGAGE

Games, lounge & interaction

Increase dwell time



5. SHARE

UGC & social moments
Expand organic reach



6. DISCOVER MORE

QR codes & store locator
Drive retail consideration



7. PURCHASE AND REMEMBER

Positive brand recall
Encourage repeat purchase

SUCCESS METRICS



BUSINESS GOAL	KEY KPI
BUILD BRAND AWARENESS	Foot Traffic and social reach
INCREASE PRODUCT TRIAL	Sample-To-Purchase Rate
DRIVE ENGAGEMENT	Dwell time & Game participation
ENCOURAGE SOCIAL SHARING	User-generated content and hashtag usage
INCREASE RETAIL CONSIDERATION	QR Code Scan Rate & Store Locator clicks
GROW BRAND COMMUNITY	Email Capture Rate and Social Reach

KEY TAKEAWAY: SUCCESS ISN'T MEASURED BY ATTENDANCE ALONE. IT'S MEASURED BY HOW MANY GUESTS ENGAGE WITH THE BRAND AND CONTINUE THE RELATIONSHIP AFTER THE EVENT.

PERSONAS

The Social Foodie

"If it looks fun and I've never tried it before, I'm stopping."

Age: 22-35

Occupation: Young Professionals and Creators

Motivations & Lifestyle

- Enjoys aesthetic environments, weekend outings, and trying new things
- Discovers brands through social media platforms such as Instagram and TikTok
- Enjoys discovering unique food experiences with friends.

Shopping Behavior

- Makes impulsive purchases after trying products
- Prefers brands with strong visual identity
- Likely to recommend products online



The Weekend Explorer

"I'm always looking for something new to do while we're out."

Age: 30-45

Occupation: Professionals and Young Families

Motivations & Lifestyle

- Visits malls, resorts, and community events
- Seeks activities everyone can enjoy together.
- Appreciates quality products and relaxed environments

Shopping Behavior

- Purchases after positive experiences
- Looks for better-for-you snacks they've already tried.
- Values repeatable, everyday treats that the whole family can enjoy



SOCIAL CAMPAIGN ROLLOUT



2-4 WEEKS OUT

Drive Awareness

- Countdown posts
- Event announcement
- Instagram Stories
- Influencer previews



LAUNCH WEEK

Drive Engagement

- Live Instagram Stories
- Guest-generated content
- #PocketPicnic
- Giveaways & photo moments



WEEK AFTER

Extend the Experience

- Event recap video
- Community photo carousel
- Thank-you post
- "Find Pocket's Near You" Call-to-Action

CONTENT PILLARS

Event Hype | Behind the Scenes | Product Discovery | Community Moments | User-Generated Content

SOCIAL CAMPAIGN EXECUTION

CAPTURE. SHARE. INSPIRE.



BRAND AMBASSADOR
SAMPLING EXPERIENCE THAT
ENCOURAGED FIRST-TIME
PRODUCT TRIAL.



USER-GENERATED CONTENT
GUESTS CREATED AND
SHARED CONTENT USING
#POCKETPICNICCLUB



INSTAGRAM CONTENT
LIFESTYLE PHOTOGRAPHY
CREATED FOR SOCIAL MEDIA
ROLLOUT.

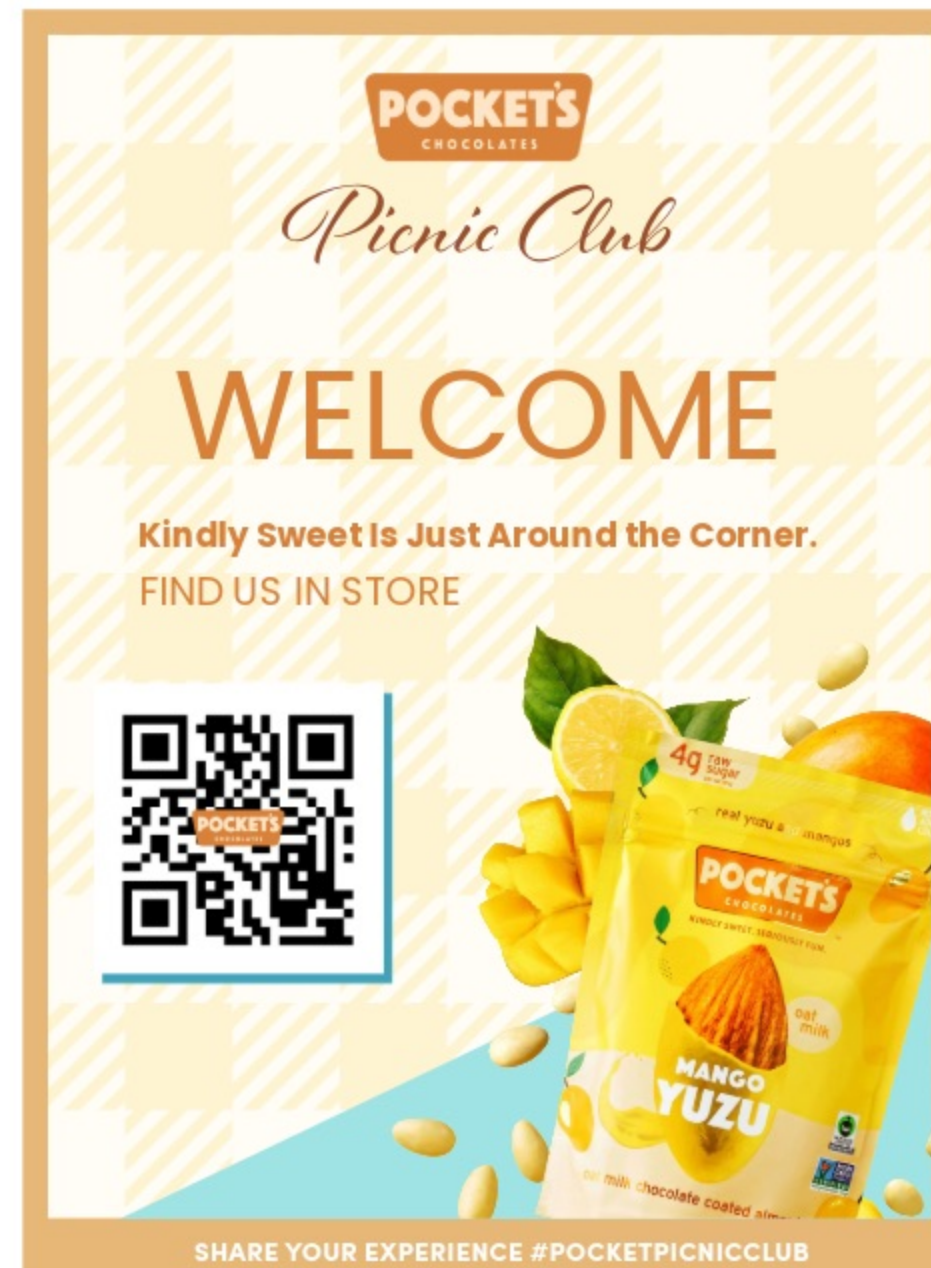


INSTAGRAM MOCKUP

POS TEMPLATES



TEMPLATE



COUNTER TOP DISPLAY



ENTRANCE SIGN

INFLUENCER KIT

A PREMIUM INFLUENCER MAILER DESIGNED TO BUILD ANTICIPATION, ENCOURAGE SOCIAL SHARING, AND DRIVE ATTENDANCE BEFORE POCKET'S PICNIC CLUB LAUNCHES.

What's Inside

- Pocket's Mango Yuzu
- Branded picnic blanket
- Pocket Picnic Club candle
- Invitation to the activation

Objective

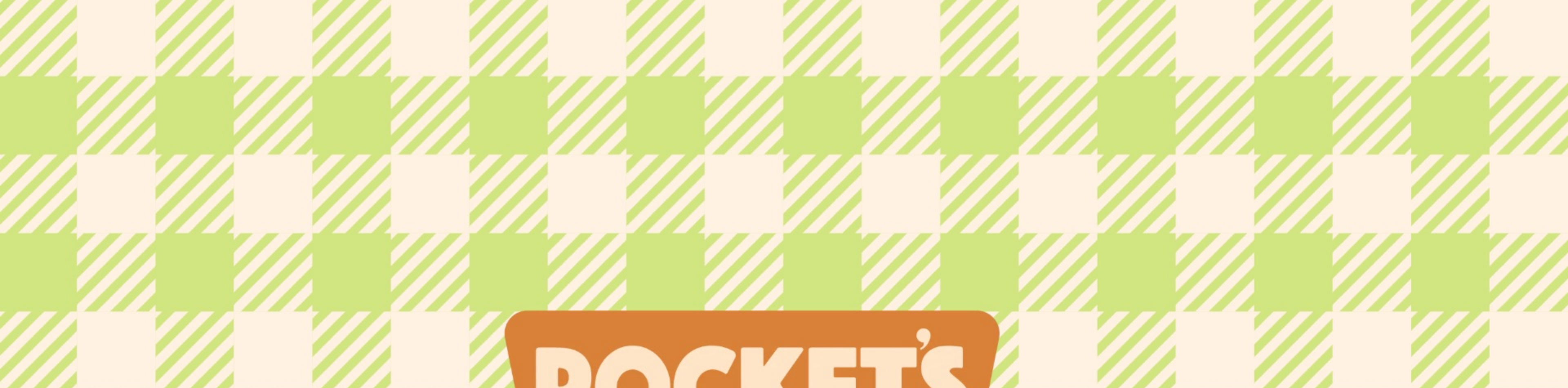
- Generate influencer unboxing content
- Build excitement before launch
- Introduce Pocket's new flavors
- Drive event attendance



Closed Mailer
Delivered to creators before the event



Unboxing Experience
Premium reveal designed for social content



POCKET'S
CHOCOLATES

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THANK YOU!