

# BOOM CHICKKA pop



MAGIC MIX CAMPAIGN



Presented by Nate Redfearn,  
Annie Atkinson, Kody Price &  
Ella Hansen

# MEET MAGIC MIX

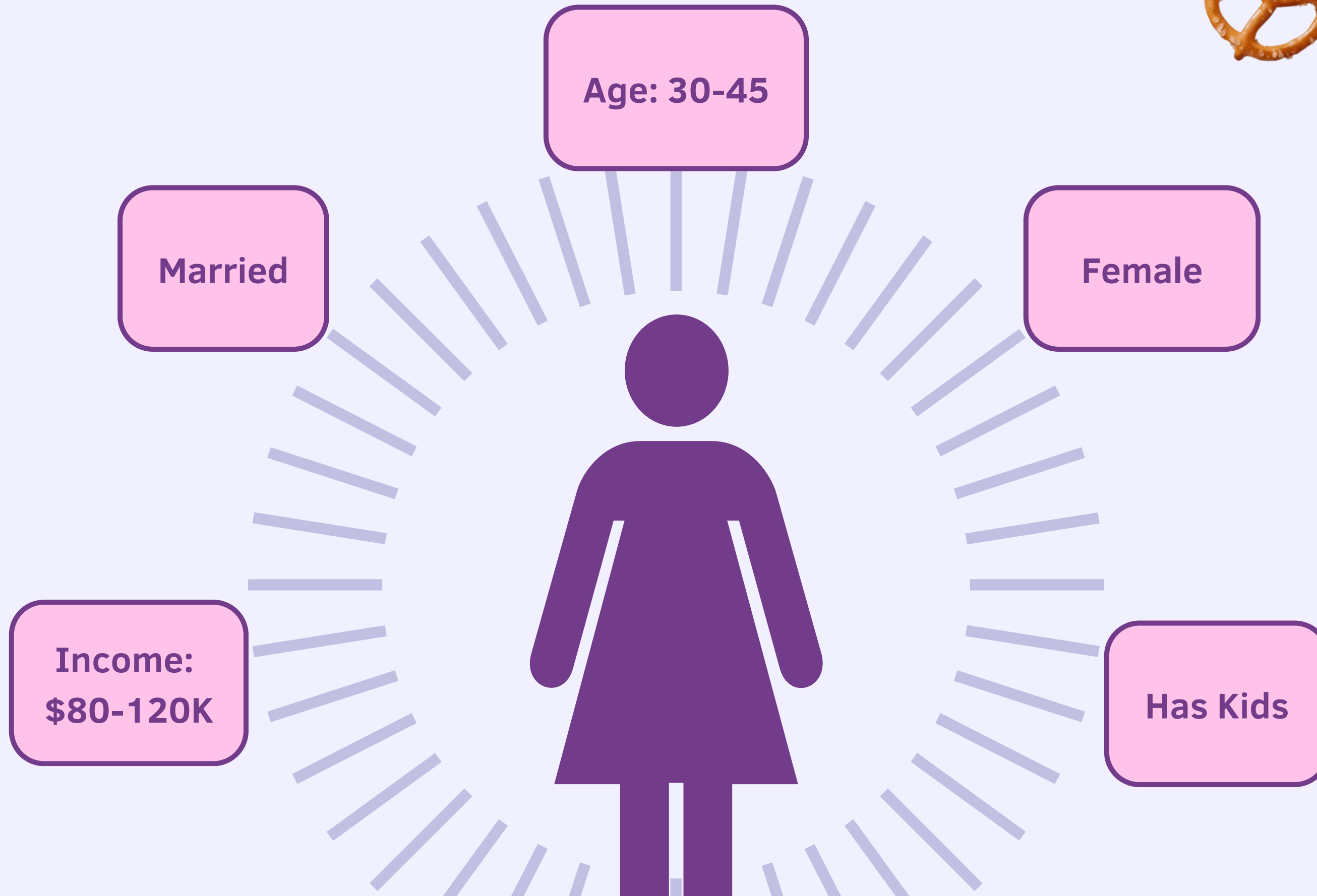
Brand: Boom Chicka Pop

New Product Line: Magic Mix

Added Mix-In: Mix includes  
(Pretzel + Chocolate candies)



# MEET BOOM CHICKA BECKIE



# CHANNELS FOR SUCCESS

 **YouTube** **27.6%**

Increase in unaided brand awareness

 **70.3%**

of Pinterest users are female

 **33%**

Higher ad interaction  
compared to other apps

 **\$2.3 Bill**

in Revenue Generated  
by OOH Advertising

 **65%**

of listeners purchased  
a product from a podcast

SOME THINGS  
SHOULDN'T  
MIX...



BUT THIS SHOULD.

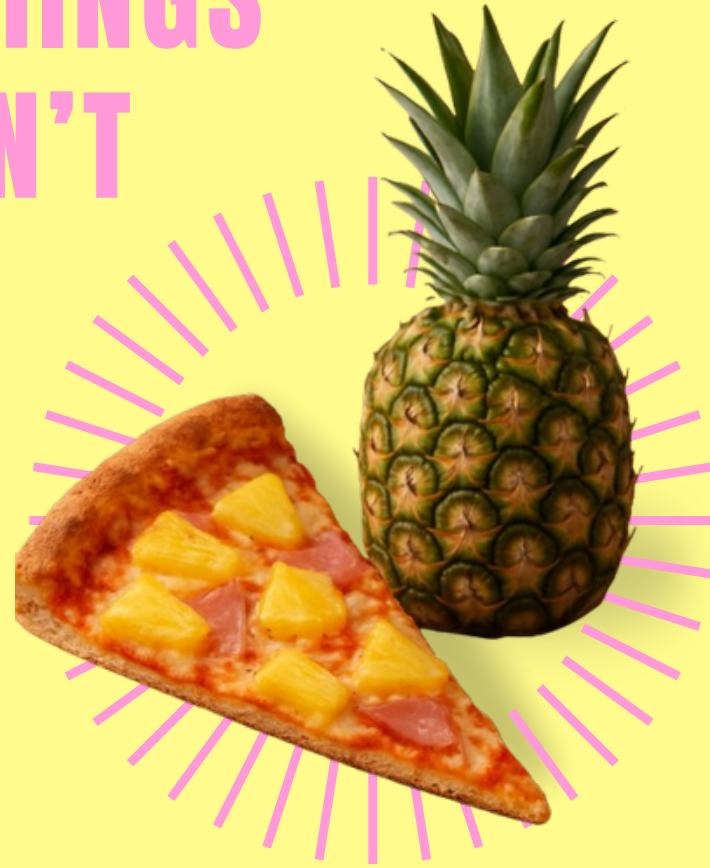


BOOM  
CHICKA  
POP®



MEET MAGIC MIX

**SOME THINGS  
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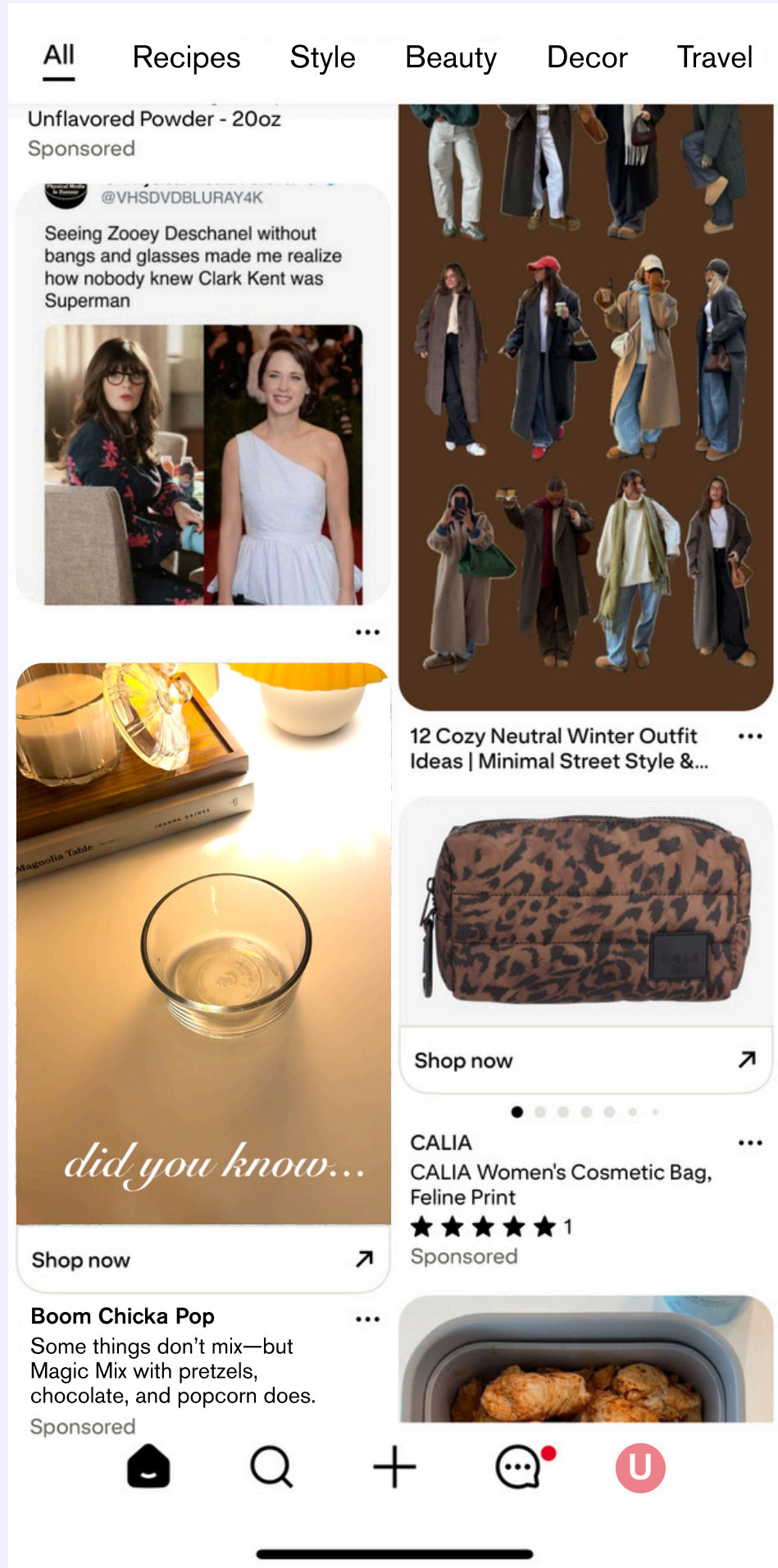
**BUT THIS SHOULD.**



**BOOM  
CHICKA  
POP®**

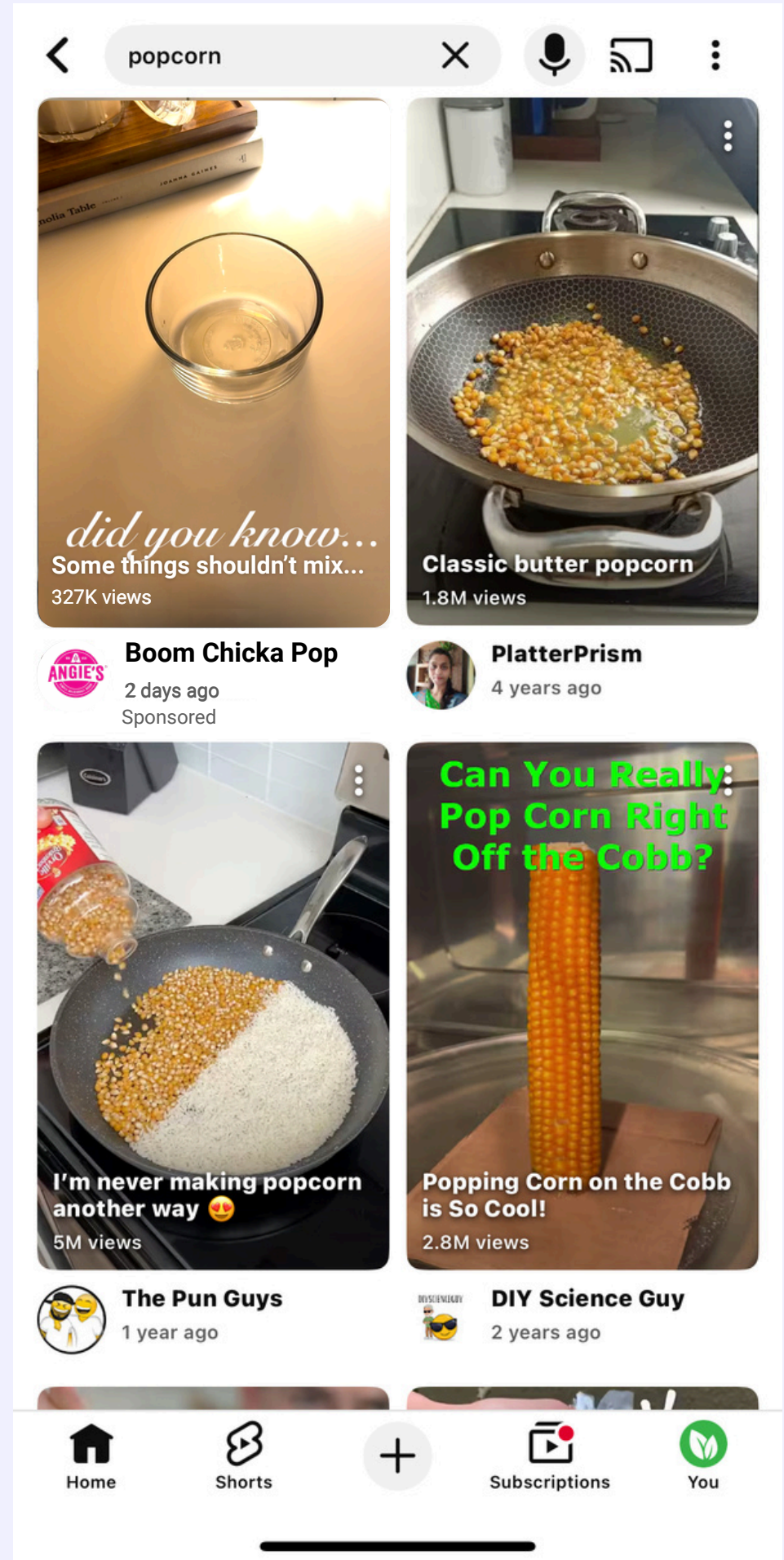


**MEET MAGIC MIX**



← PINTEREST

YOUTUBE →



13:48

Instagram

angiesboomchickapop




**SOME THINGS SHOULDN'T MIX...**

Liked by savannah and thousands of others

Some things shouldn't mix—but Boom Chica Pop's Magic Mix definitely should. Cheddar popcorn, pretzels, and chocolate candies come together for the perfect sweet-savory blend. Perfect for your beautifully mixed-up life and all the moments on the run.


13:48

Instagram

angiesboomchickapop



**BOOM  
CHICKA  
POP**



**BUT MAGIC MIX SHOULD.**

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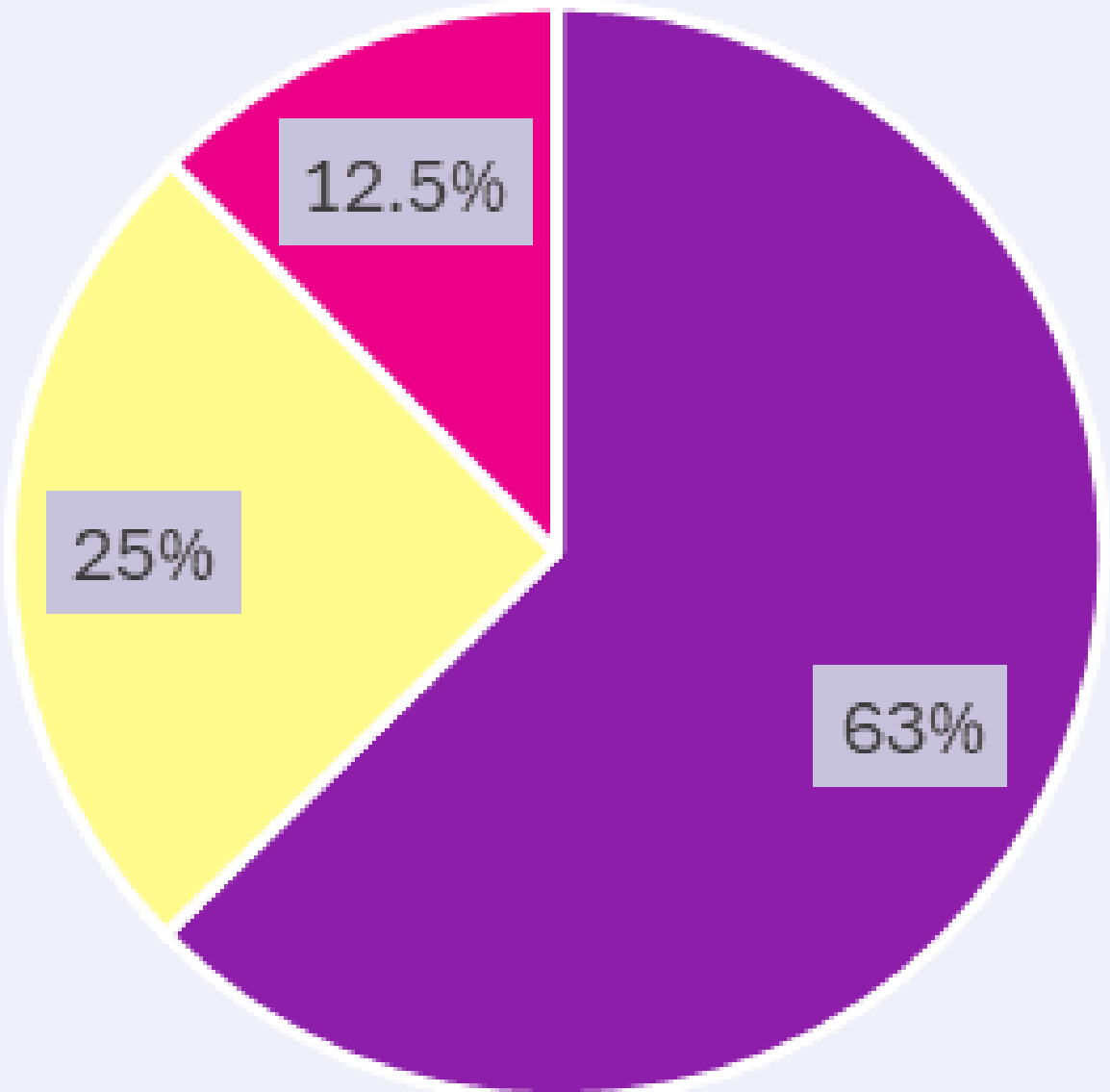

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# AUDIO FOR PODCASTS

# BUDGET BREAKDOWN



■ Digital ■ OOH ■ Audio

# APPENDIX - BILLBOARD BREAKDOWN

	Out of home				
# of Billboards	Out of Home Location	# of Days	Cost per Day	Population	Total Cost
4	Los Angeles CA	90	700	3.88Million	\$252,000.00
3	Austin TX	90	400	2.27 Million	\$108,000.00
3	Chicago IL	90	333	2.7 Million	\$89,910.00
2	Denver CO	90	220	715K	\$39,600.00
	Materials to make the billboard		10000		\$10,000.00
				Running three months	\$499,510.00
				Running full year	\$1,998,040.00

# APPENDIX - SOURCES

<https://www.kantar.com/north-america/Industries/Media/Growing-brand-awareness-with-YouTube-Sponsorships>

<https://www.storyboard18.com/brand-marketing/reels-drive-33-higher-engagement-2x-brand-recall-meta-study-80777.htm>

<https://gtrsocials.com/blog/pinterest-stats-for-marketers-in-2025>

<https://wifitalents.com/marketing-in-the-podcast-industry-statistics/>

<https://oaaa.org/news/ooh-revenue-hits-all-time-q3-high/>