

Driving Full-Funnel Success

With Postmedia's National Reach

OVERVIEW

Booster Juice, Canada's largest chain of fresh juice and smoothie bars, partnered with Postmedia to increase brand awareness, deepen customer engagement, and drive loyalty nationwide. Known for delivering a delicious and convenient product, Booster Juice sought a media partner with the scale and data intelligence to reach diverse audiences — from teenagers to busy parents and active city dwellers.

APPROACH

Postmedia deployed a fully integrated marketing strategy spanning digital display, sponsored content, programmatic ads, search engine marketing, print advertising, social media, and influencer marketing. Customized creative captured Booster Juice's energetic brand voice and resonated across multiple channels. Sponsored content delivered strong engagement, with readers spending an average of 3 minutes per article. Social efforts included 345 influencer posts that generated 200K+ combined likes and comments, while video campaigns captured 260K+ views with a 75% average completion rate. Complementing upper-funnel tactics, retargeting and search marketing delivered a healthy 8% conversion rate, achieving significant customer actions at 50% more cost efficiency.

CONCLUSION

Postmedia's comprehensive approach enabled Booster Juice to reach Canadians coast to coast, driving brand visibility and meaningful engagement at every stage of the marketing funnel. The campaign's combination of broad reach, authentic social interaction, and measurable conversion impact underscores Postmedia's capability to power high-performing, data-driven campaigns that deliver real business results.

30M+

DIGITAL IMPRESSIONS

3K

CONVERSIONS

5x

HIGHER SOCIAL ENGAGEMENT RATE

