



Turning a prank into a powerful brand asset

Los Angeles-based Worldcom PR Group partner, **The Pollack PR Marketing Group** (PPMG), collaborated with Tel-Aviv based Worldcom PR Group partner, **Now-You Global Communications**, to support its client **SodaStream USA**. In coordination with SodaStream HQ's creative team in Israel, PPMG and Now-You launched one of the most popular and cited **April Fools' gags of 2017**

The purpose was to continue to reinforce the company's ongoing branded campaigns as a sparkling water company. It was also designed to achieve wide brand exposure and drive traffic to the company's website.



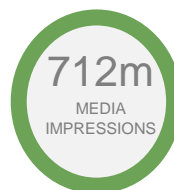
Challenge

While SodaStream sparkling water makers are available in 45 countries, household penetration in the United States is currently lower than that of other countries. Moreover, since SodaStream's initial introduction in the U.S. was as home-soda makers, consumers' perceptions continue to link SodaStream with making cola. As a result, the company recognized its need to rebrand itself in the face of consumers' shift away from sugary drinks. As such, all campaigns are heavily focused on eradicating past perceptions of SodaStream and all programming supported the rebranding efforts.

Solution

The spoof itself took the form of a two-part video. Part one announced a fictional NanoDrop by Paris Hilton. NanoDrop was highly concentrated sparkling water droplets designed to reduce plastic bottle waste. This was made possible by a group of scientists Paris had assembled at PHIPPS, the Paris Hilton Institute of Plastic Pollution Solutions. To add credibility to the gag, SodaStream and PPMG arranged for the acclaimed Weizmann to announce a partnership with PHIPPS.

Results



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