

The Company: Popchips

- Start-up Popchips® launching new products in crowded snack category
- Needed to quickly get on radar of prospective distributors and customers
- Delighted DI Graphics customer, vitaminwater®, referred us since they had the same marketing challenge: make a big splash for a start-up without a big budget



The Challenge

- Limited marketing budget, understaffed, and little to no brand identity
- Needed a partner with a turnkey solution, handling everything from concept development to installation, delivering end-to-end program management
- Elements: Included intricate logistics of vehicle wrapping Popchips' delivery fleet, and maintaining it with our online ordering system

The Result

- Helped Popchips define response-driven advertising strategies that have contributed to a top line revenue growth of 225% year over year
- Flawless execution of advertising efforts nationally, on time and on budget
- No time lost in the field with vehicles used in the campaign
- Developed innovative solution for Sundance Film Festival sponsorship: rent a vehicle and put temporary wrap on it – kept their fleet vehicles on the job
- In less than two years Popchips is now a hot brand with superstar Ashton Kutcher on-board as a key company spokesperson

About DI Graphics

Based in Denver, DI Graphics is a leading Outdoor Response Advertising firm specializing in the optimization of our client's outdoor marketing investments. With experience wrapping many different surfaces, we enable companies to turn unused assets into powerful branding and direct response channels, delivering millions of impressions per year. With national scope and more than 200,000 wraps nationwide, we deliver timely solutions that enhance a brand's reach.