

New Year, New You

Kodiak Cakes Renegades Breakfast House Party & Eight O'Clock® Coffee Be Your Own Barista House Party

Our community is always excited to spread the word! To kick-off the new year, we helped Kodiak Cakes create a memorable, branded experience where community members shared the power of starting the day with protein. As a result, this House Party activation successfully drove awareness and trials for Kodiak Cakes' protein-packed flapjack and waffle mixes.



Kodiak® branded apparel



1 Kodiak® recipe card



2 Kodiak® stickers



5 free box coupons to purchase Kodiak Power Cakes® Flapjack & Waffle Mix





1 Bag of Eight O'Clock® Coffee
Barista Blends Caramel Coffee



1 Barista Blends stainless-steel
scoop with bag sealing clip



Barista Blends apron



1 set of 16 Barista Blends
coffee stencils



1 Barista Blends coffee mug



1 Barista Blends
stainless-steel shaker

This hyper-targeted campaign drove trips to Walmart, Meijer, and ShopRite retailers, trials, and word-of-mouth recommendations online and off.

