



#### CASE STUDY:

## PLANET SMOOTHIE

### FUEL YOUR DAY

As one of the nation's leading smoothie brands, Planet Smoothie offers blended real-fruit drinks designed to support active, health-focused lifestyles. Partnering with 24 locations across the Central Florida co-op, Planet Smoothie engaged evok to strengthen regional brand presence and connect more meaningfully with a younger, wellness-driven audience in a highly competitive restaurant market.

Evok developed an integrated media and creative strategy designed to align Planet Smoothie's menu offerings with consumer intent and behavior. By combining geo-targeted digital media, social engagement, and youth-focused messaging timed to the national promotional calendar, our team helped drive in-store traffic, increase trial among new guests, and reinforce Planet Smoothie's position as a go-to destination for flavorful, lifestyle-friendly options.

# Planet Smoothie®



**INDUSTRY**  
RESTAURANT



**AUDIENCE**  
YOUTH & YOUNG ADULTS  
HEALTHY & ACTIVE CONSUMERS  
QUICK SERVICE DINERS



**CATEGORY/TACTICS**  
CONTENT CREATION  
CREATIVE  
MEDIA  
SOCIAL MEDIA  
STRATEGY



Creative Mockup



## IDEAS.

One of the country's top smoothie shops, Planet Smoothie offers blended real fruit drinks across a variety of lifestyle categories, including protein, energy and light options. Partnering with 24 locations across the Central Florida co-op, evok provides the franchise with strategic media and creative services to seamlessly align their menu and environment offerings with what their target customer is searching for.

For the blended drink leader, our goals were to increase brand presence in Central Florida as it relates to the Planet Smoothie target audience and drive in-store traffic and trial with new customers through geo, audience and behavioral targeting and media running concurrently with the national promotional calendar. With an understanding of the Planet Smoothie audience youth passionate about healthy eating and an active lifestyle we set out to apply a combination of strategy and heart capable of connecting the casual eatery with their ideal consumer.

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Planet Smoothie Central FL

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Would you 'Like' to try the Best Tasting Smoothie on the Planet? Click here for locations!



Planet Smoothie Central FL added 4 new photos.

Like Page

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Calling all ladies of the #CentralFL area!

We have an opportunity for you to win 2 FREE race entries to the Florida Hospital Lady Track Shack 5k! This 5k is a one-of-a-kind #womensonlyrace that raises funds to provide mammograms for uninsured women who would not be able to afford them otherwise. The first to respond to the prompt below wins!

Tag a woman in the comments below that has been an inspiration to you and tell us why! #FundA Mammogram #PlanetSmoothie



## Social Media Marketing



# WORK.

Our team developed a strategic digital media plan for the Central Florida co-op inclusive of online display, mobile and Pandora ads. In addition, we designed and implemented a strong social media strategy and presence that helped fans connect to the brand through engaged interaction and messaging they could relate to.

With aims to reach the 18 to 24 year old market, particularly those interested in making healthier eating choices, our creative and media teams worked in tandem to concept, write and produce radio spots to be aired on Pandora Internet radio stations. The spots featured an out-of-this-world approach to marketing the best tasting smoothies on the planet, using a youthful and memorable concept to share the Planet Smoothie message.



## RESULTS.

Our efforts were successful in generating a buzz around Planet Smoothie that helped franchises perform positively even in Orlando's highly-competitive market. Overall data suggests there are more store visitors becoming loyal/returning Planet Smoothie customers.

**15%**

increase in YOY sales

**7.12%**

increase in YOY traffic

**10,000**

new social media fans

## KEY TAKEAWAYS

- A geo-targeted, co-op focused media strategy strengthened Planet Smoothie's brand presence across Central Florida and aligned local marketing with national promotions.
- Audience-driven creative and behavioral targeting helped connect the brand with younger, health-conscious consumers seeking convenient lifestyle-friendly options.
- Integrated digital, social, and streaming audio media increased awareness and encouraged trial in a highly competitive restaurant landscape.
- Consistent messaging and strategic media timing contributed to measurable performance gains, including increased store traffic, year-over-year sales growth, and expanded social followings.
- Evok's blend of data-driven strategy and engaging creative helped convert first-time visitors into loyal Planet Smoothie customers.