

# The Perfect Duet: Dr Pepper & Cream Soda with country star artist Kane Brown

## THE CHALLENGE

Dr Pepper wanted to make a huge splash with their biggest launch in 10 years. With major objectives to support retail sales and show off their new product to the masses, we knew the message needed to be as bold as the new flavor and keep that fizz that we all love with the beloved brand. With a dynamic flavor combination, finding the perfect artist was key. By leveraging the power of new music combined with a talented artist, a powerful story, and shared experiences- it was a recipe for an incredibly sweet melody.

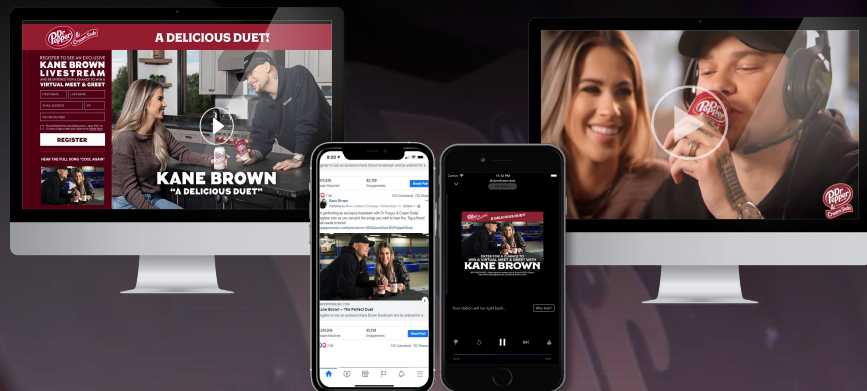
## THE SOLUTION

An inseparable duo in Kane Brown and his wife Katelyn, MAX helped the brand extend their partnership with the country star artist who appeals nationwide to the target audience. Kane & Katelyn have a personal connection with Dr Pepper, and brought the bold new flavor storytelling to life. The campaign included a full creative suite: audio, digital, social, display, email, livestream, video, and custom landing page to engage consumers. From sweepstakes to win a virtual meet & greet with Kane Brown to signing up to view his livestream performance, it was evident this was a perfect match to make a huge splash. As Kane shared with Variety "...it's almost like a musical collaboration with another artist, in a way."

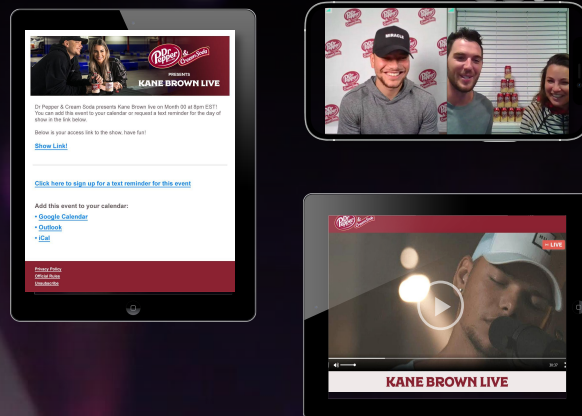
## THE CAMPAIGN

(Click the images below to see sample content from the campaign with Kane Brown)

### LANDING PAGE, SOCIAL, AUDIO, VIDEO



### EMAILS, LIVESTREAM, MEET & GREET



## PROGRAM RESULTS

**74.4M**

Impressions  
(12.28% higher than the goal)

**10.07%**

Overall  
Engagement Rate

**12,637**

Livestream  
Ticketed Fans

**50**

VIP Fan  
Experiences