



Bogotá, Medellín and other major cities in Colombia are suffering several environmental emergencies due to the pollution produced by motor vehicles...among them the refrigerator trucks used for food transportation that produce 29 times more particulate matter and 6 times more carbon monoxide than an average modern truck.



PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK





Even though our milk production process from the recollection to the processing, makes our product one the purest in the market (50 times cleaner than our competitors) and the best one in the country, our consumers are exposed to a reality that affects their health on the daily basis. That's why we decided go one step further of just having eco-friendly trucks, and take action to minimize the carbon footprint that is affecting the cities and people's health.



PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK





WE PRESENT:

PURIFIER TRUCKS  
OXYGEN AS **CLEAN** AS OUR MILK



We decided to transform our truck fleet, one of the biggest in Colombia, into **moving air purifiers** by installing cleaning technology in each vehicle.

That way, when we travel thousands of miles doing our daily deliveries across the country from The Guajira to Amazonas, not only we will take the best quality milk but also cleaner air.



PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK





We also invited journalists, opinion leaders and influencers to a visit of one of the food processing plants to see why our milk is the purest. The surprise was that we prepare a transparent Alpina truck experience to transport them so they could see by themselves the aircleaning technology in a memorable way. After that, we sent a press release and a gift to reinforce the initiative coverage.



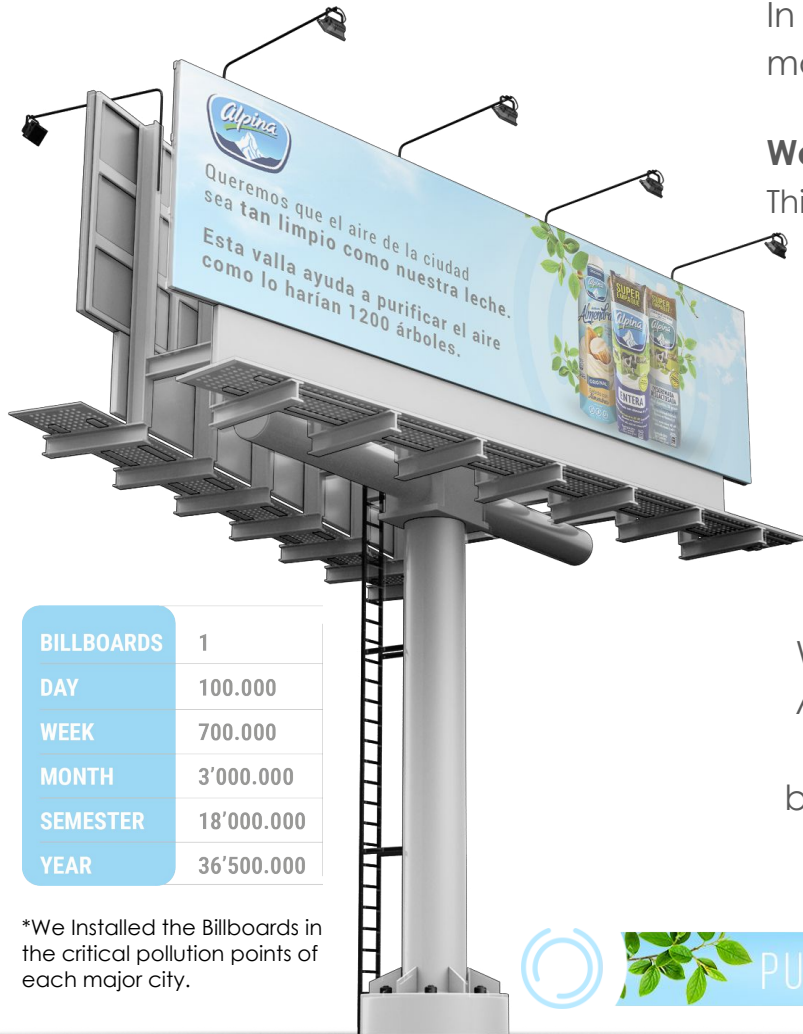
PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK



In addition, in order to send a strong message against pollution in mass media we also installed purifier billboards

**We want the city's air to be as clean as our milk.**

This billboard helps purifying the air as much as 1200 trees would.



BILLBOARDS	1
DAY	100.000
WEEK	700.000
MONTH	3'000.000
SEMESTER	18'000.000
YEAR	36'500.000

\*We Installed the Billboards in the critical pollution points of each major city.

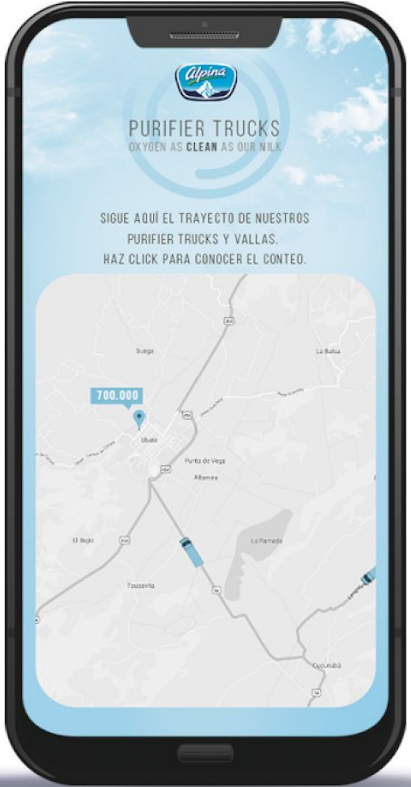
We also transformed our Alpina Markets in places where people can breath an air **as clean as our milk** by installing purifier totems.



PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK



Through digital channels we invited our followers to breathe a better "digital air" by **visiting the landing page we created and see the amount of clean air our Purifier Trucks and billboards produce.**



All the traffic that this site received during the campaign was used to set **Retargeting & Broad Audience** campaigns from which we plan to reach all the users that could be loyal consumers. As a Store Visiting strategy we designed ads that will be promoted through geolocation and will invite our users that are within walking distance from our stores to experience a space as clean as our milk.

We split the digital strategy in 3 phases so we could optimize the reach and measure the ROI and the digital impact.

ETAPAS	OBJETIVOS	EARNED MEDIA	PAID MEDIA
Expectativa	Reach	Repost de las publicaciones de los usuarios, usando los @ y # de la marca.	<b>(CPM)</b> Llegar a la mayor cantidad de usuarios comunicando la actividad y sus beneficios además de los resultados de la misma.
Desarrollo	Engagement	Búsqueda por medio de palabras clave en RRSS de personas que buscan purificar su día.	<b>(CPI)</b> Publicaciones de formatos Premium invitando a los usuarios a "descontaminar" su día con Alpina.
Fidelización	Store Visits	Programa de inscritos para clientes que quieran seguir purificando el aire de la ciudad (creación de bases de datos)	<b>(ROI)</b> Atraer clientes potenciales a todas las tiendas por medio de geolocalización con anuncios de la actividad para fidelizarlos y generar re-compra.

\*Proyecciones realizadas basadas en los intereses y público objetivo de la marca con una audiencia potencial de 30'000.000 de personas





## Results:

27 journalists, 8 opinion leaders and 10 influencers experienced an unforgettable day in a purifier truck

Over **USD357.000** on earned media

More than **8'000.000** impressions reaching **3'000.000** people.

Approximately **1.600 Leads** from potential clients

on social media registrations

**847** users purified their days with the POP experience.

### And the most important...

Between trucks(250) and billboards(9) **we cleaned 181'300.000 m<sup>3</sup>** of air, just in the first week.

Now we are closer to our goal, an air quality as good as our milk's.



PURIFIER TRUCKS OXYGEN AS CLEAN AS OUR MILK





# PURIFIER TRUCKS

OXYGEN AS **CLEAN** AS OUR MILK

PRESENTA:



**Challenge:**  
Demonstrate to milk consumers that our's is **50 times cleaner than our competitors and with higher quality.**

**Finding:**  
In Bogotá, Medellín and other cities from our country pollution alerts have become more frequent in the last years.

**Idea:**  
We decided to transform our truck fleet, one of the biggest in Colombia, into moving air purifiers. That way, when we travel thousands of miles doing our daily deliveries, not only we will take the best quality milk but also cleaner air. In other words...

**Results:** 27 journalists, 8 opinion leaders and 10 influencers experienced an unforgettable day in a purifier truck.

Approximately 1.600 Leads from potential clients on social media registrations. 847 users purified their days with the POP experience.

Over USD357.000 on earn media  
More than 8'000.000 impressions reaching 3'000.000 people.

**And the most important...**  
Between trucks (250) and billboards (9) we cleaned **181'300.000 m<sup>3</sup> of air, just in the first week.**

**Oxygen as clean as our milk**

