

TESTIMONIAL Caribou Coffee



Weighing in at 2,259 pounds, this 20 foot tall coffee cup was attached to the billboard.

Out-of-home made a larger-than-life impression on passersby! Accompanied by still images from their latest commercial, these 3D structures were a “big” part of Caribou Coffee’s new branding campaign!

Caribou Coffee

Audience

General Market

Media Mix

Static Billboards

Market

Minneapolis, MN

Objective

Caribou Coffee, Colle + McVoy, and Haworth teamed up with OUTFRONT Media to serve up a giant cup of joe to the Twin Cities! Their main goal was to amplify brand awareness.

Rationale

Using out-of-home media located above a historic live music venue well-known throughout Minneapolis was the best way for Caribou to display its giant coffee cup for everyone to see. With this stand-out prop, it would be hard for a passersby to miss!