

# Lipton Food Truck Campaign

JANUARY 2022

## OBJECTIVE

To promote Lipton with a branded food truck across various supermarkets in Florida & Georgia.

## STRATEGY

At each activation, Brand Ambassadors invited customers to the food truck where they handed out prizes and gift cards.

LIPTON  
GIVING  
TRUCK

## LOCATIONS

### Tampa, FL

1/8/22 (10.25 Total Hours)

One Brand Ambassador per day

### Orlando, FL

1/9/22 - 1/10/22 (20.75 Total Hours)

One Brand Ambassador per day

### Jacksonville, FL

1/12/22 (10.5 Total Hours)

One Brand Ambassador per day

### Atlanta, GA

1/14/22 (10.5 Total Hours)

One Brand Ambassador per day

