

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

Revive

Brief:

The client briefed us that Revive should be positioned as the go-to drink, supporting consumers in their daily hustle, helping them rehydrate, refresh.

Strategy:

Our strategy was to leverage Mirrors AI to connect Revive with its audience by identifying contextual moments related to hydration, affordability, and shopping, ensuring the brand appeared when consumers were most likely to seek refreshment, re-energize, or make a quick, value-driven purchase decision.



RESULTS

67%

View Through Rate

152% Rise in

Click Through Rate