

BlabaBooth

Case Study

Client: BlabaBooth

Industry: Entertainment

Location: Nationwide

Overview:

Signal Drift made the digital experience feel disconnected from the physical booth—creating **Brand Identity Fog** with younger audiences (“my phone does that”).



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined why younger audiences weren't choosing it: relevance + connection to action.
- **Distill:** Built campaign stories that made the experience feel current and shareable.
- **Amplify:** Activated influencer content with built-in conversion path (locator + merch code).

The Outcomes

- Massive awareness spikes with trackable actions
- Stronger digital-to-physical bridge
- Improved relevance with younger audiences
- Measurable demand push

The Work

Strategy, Campaign, Influencer, Video, Copy, Advertising