

# SOCIAL CASE



**Written by**

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# Bobba



## REBUILDING A BRAND AND CONQUERING NEW MARKETS

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### INTRODUCTION

Founded in Quebec, Bobba is the first company to offer bottled, ready-to-drink bubble tea made from real brewed tea and unique fruit-filled pearls. Designed as an accessible, refreshing, and fun alternative, the brand quickly carved out a space in the ready-to-drink beverage market thanks to its innovative approach and commitment to products that are playful, natural, and low in sugar.

Bobba's story is one of bold entrepreneurship and a vision centered on consumer experience. At the heart of the project is Sébastien, the company's president, who conducted extensive research to create a bottled version of bubble tea. His journey led him to Taiwan, where he collaborated with a supplier to develop a unique formula for juice-infused pearls. After multiple tests and refinements, Bobba's signature bubble tea was born, a delicious, convenient drink perfectly suited to modern tastes.



## PRODUCT LINE

Bobba offers a range of bottled bubble teas tailored to a wide audience. Each product is made from real brewed tea, containing less than 15 grams of sugar and fewer than 90 calories per bottle, a lighter, more refreshing alternative to traditional bubble tea.

The product categories include:

- Classic Bubble Tea: Black tea or matcha with fruit-infused pearls.
- Pearl Mocktails: Flavors inspired by popular cocktails (e.g., Strawberry Mojito, Blueberry Sangria).
- Energy Drinks: Bubble tea infused with natural caffeine.
- Alcoholic Beverages: A variation for adults, offering bold and festive flavors.

In addition to its bottled drinks, Bobba also sells its juice-infused pearls in various formats for both consumers and businesses.

Further product details are available in Appendix 1.

## DISTRIBUTION STRUCTURE

Bobba quickly expanded its distribution network through strategic partnerships with grocery chains and convenience stores. Today, Bobba products are available in Canada, France, and the United States. A full list of retail locations can be found on their website:

[Where to buy Bobba bubble tea - Ready-to-drink bubble tea](#)

Bobba also complements its distribution with a rapidly growing brand ambassador program.



## **A CHALLENGING MEDIA CRISIS, AN OPPORTUNITY FOR RENEWAL**

In 2024, Bobba appeared on Dragon’s Den, a move that was expected to boost brand visibility. However, the outcome was not as anticipated and sparked a wave of negative reactions, particularly on TikTok, where the company’s TV appearance was heavily criticized. This backlash impacted the brand’s reputation, posing a social media crisis management challenge.

As of today, Bobba has not resumed posting on TikTok.

However, the Bobba team acted quickly, reassessing its marketing strategy and brand positioning. Several initiatives were launched to redefine its message and strengthen its identity:

- Website overhaul to better reflect Bobba’s mission and universe.
- Reinforcement of the company’s vision, focusing on innovation, fun, and transparency.
- A trip to Taiwan to gain deeper insight into the bubble tea market and strengthen supplier relationships.
- A revamped marketing strategy, shifting away from controversies and refocusing on the brand’s core values.

A key strategic move in this brand renewal effort is Bobba’s advanced negotiations with comedian Uncle Roger to become an official brand ambassador and shareholder. With an 80% probability of finalizing the deal, this partnership could be a game-changer in rebuilding market trust and boosting Bobba’s credibility in the U.S. and internationally.

Uncle Roger’s media kit is available in Appendix 2.



## **AN AMBITIOUS GOAL: BREAKING INTO THE U.S. MARKET**

Summer 2025 marks a crucial moment for Bobba as it aims to solidify its U.S. presence through a high-impact influencer marketing campaign. This initiative seeks to:

- Improve brand perception and turn the media incident into a positive brand momentum.
- Increase Bobba’s awareness among U.S. consumers.
- Drive conversions to retail stores, encouraging product trials and adoption.

With a \$50,000 USD budget, Bobba is betting on a creative and immersive digital strategy, leveraging influencers and engaging content. The company is now entrusting you with the mission of designing an influencer campaign that will reconnect the brand with its audience, capture American consumers’ attention, and drive sales.



## WHAT YOUR PROPOSAL SHOULD INCLUDE

Your influencer campaign proposal should cover the following elements:

- Company & Market Analysis
- Campaign Strategy
  - Core Messaging & Creative Concept
  - Influencer Selection
  - Content Format & Posting Frequency
- Execution & Logistics Plan
  - Identification of Influencer Agencies or Platform
  - Detailed Budget (influencer rates, content production, promotional packages)
  - Proposed PR Kit to send to influencers
  - Campaign Timeline

Bobba sees this campaign as a springboard for its U.S. expansion and is counting on your creativity and expertise to craft a powerful, high-impact strategy.

The challenge is yours, let's make it happen!

# Bobba



## APPENDIX 1 - RANGE OF PRODUCTS

### THÉ AUX PERLES / Régulier



Limonade  
fruit du dragon



Limonade  
mangue



Pêches



Fraises



Melon d'eau

### THÉ AUX PERLES / Mocktail



Sangria aux bleuets



Mojito aux fraises

# Bobba



## APPENDIX 1 - RANGE OF PRODUCTS

### THÉ AUX PERLES /Alcoolisé pétillant



### THÉ AUX PERLES /Énergisant



# Bobba



## APPENDIX 1 - RANGE OF PRODUCTS



## BULLES FUSION /490g



## BULLES FUSION /80g

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## APPENDIX 2 - UNCLE ROGER'S MEDIAKIT



WME

02

NIGEL NG



Nigel Ng is a Malaysian stand-up comedian, actor and international star. In 2020, he went viral with his portrayal of Uncle Roger, a middle-aged Asian man reviewing an egg fried rice video. In 24 months, he amassed over a billion views on his YouTube channels and now has a combined following of over 30 million across his social media platforms.

In 2023 Nigel finished his first world stand-up tour where he performed to over 100,000 people across 100 shows. He toured extensively throughout USA, Canada, Europe, Australia and Asia.

He is in the process of launching a number of consumer products for the international marketplace and an 'Uncle Roger' themed restaurant, with an anticipated Q3 2024 launch. He is currently developing a TV sitcom, a feature film and also an animated series based on his character - Uncle Roger.

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## APPENDIX 2 - UNCLE ROGER'S MEDIAKIT

WME | 03

NIGEL NG



**10.8M**

**9.1M**


**4.4M**

**3.8M**

ADDITIONAL YOUTUBE CHANNELS:  
**UNCLE ROGER SHORTS**  
**MRNIGELNGCHINESE**  
**RICE TO MEET YOU**  
**RICE TO MEET YOU HIGHLIGHTS**  
**HAIYAA WITH NIGEL NG**

WME | 04

NIGEL NG



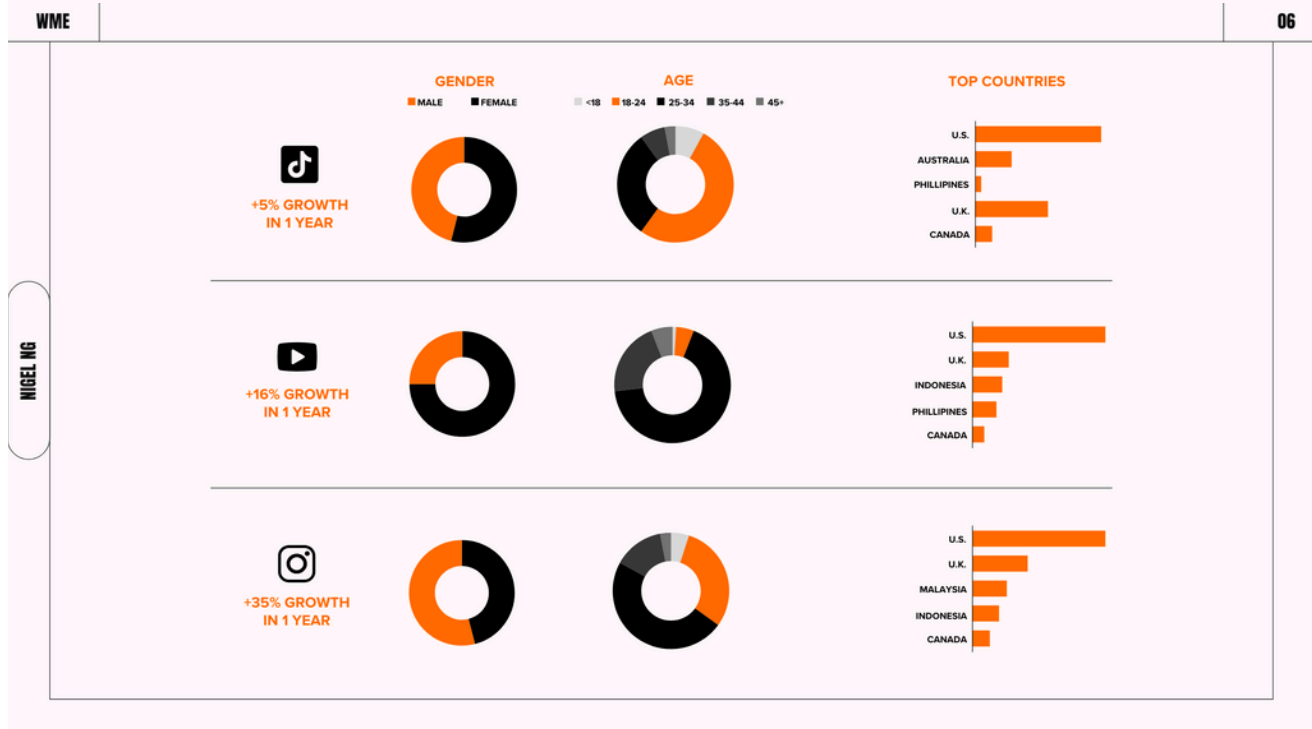
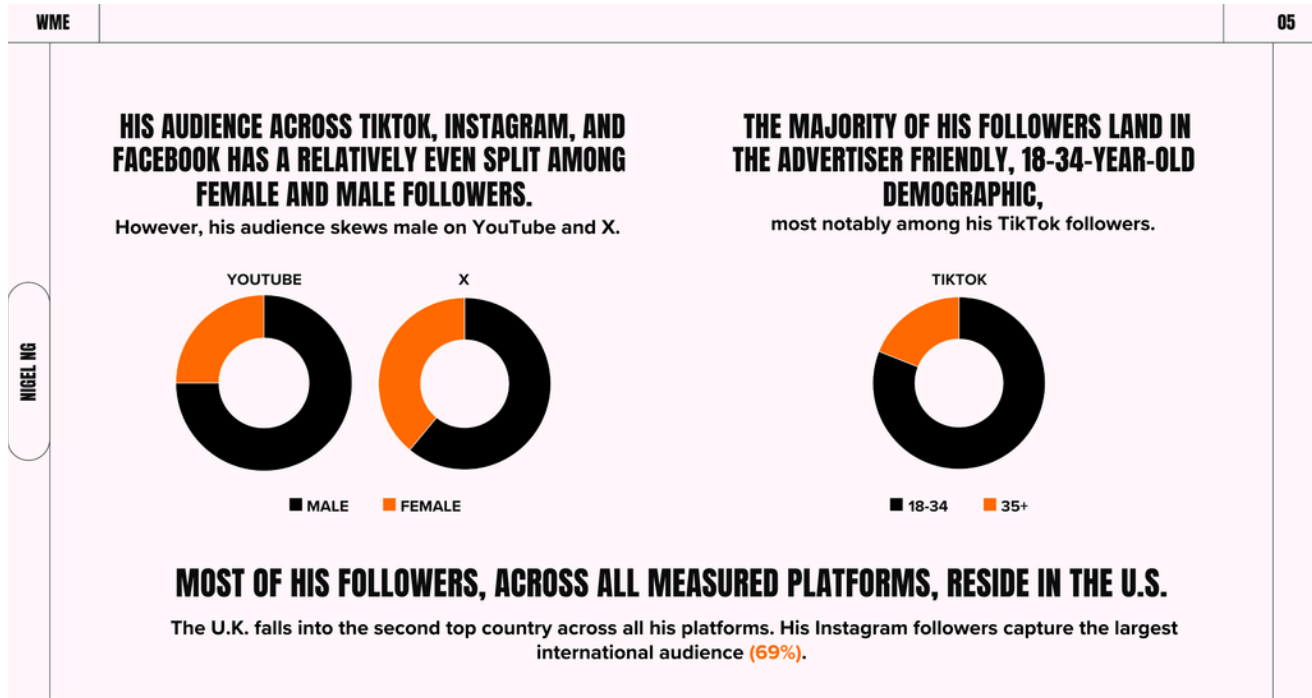
**NIGEL NG HAS AMASSED OVER 28M FOLLOWERS ACROSS HIS TIKTOK (10.8M), YOUTUBE (9.2M), INSTAGRAM (4.4M), FACEBOOK (3.9M) AND X (194K) ACCOUNTS.**

Since June 2023, he has grown **+35%** (+1.1M followers) on Instagram, **+16%** (+1.24M followers) on YouTube, **+14%** (+490K followers) on Facebook, and **+5%** (500K followers) on TikTok.

# Bobba

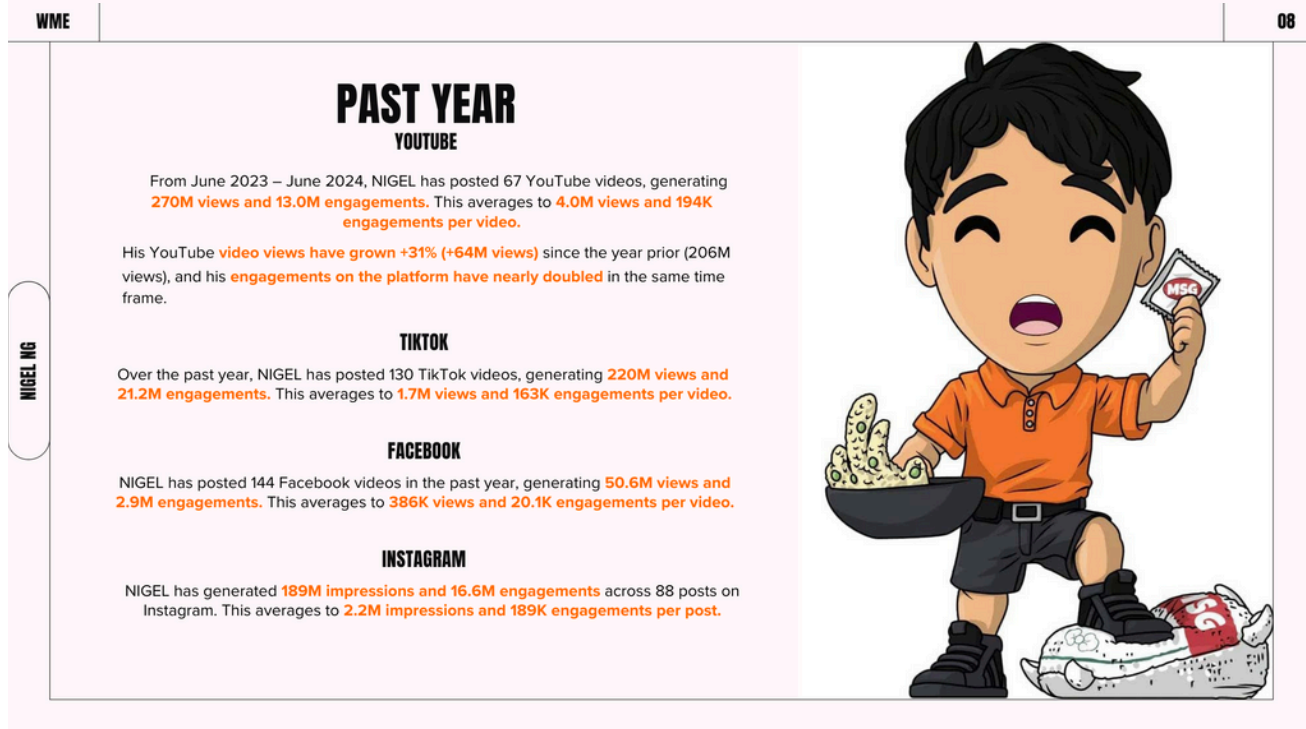


## APPENDIX 2 - UNCLE ROGER'S MEDIAKIT





## APPENDIX 2 - UNCLE ROGER'S MEDIAKIT





## APPENDIX 2 - UNCLE ROGER'S MEDIKIT

WME

09



NIGEL NG

### GLOBAL EARNED MEDIA ANALYSIS

We define "earned media" as the amount of value attributed to media coverage in relation to how much it would cost to buy that exposure from traditional advertising methods. This is used to effectively understand how an entity is covered or discussed across various platforms and assigns an equivalent value based on the expected reach.

Based on organic mentions of "Nigel Ng" in the past year, there have been nearly **61K total** mentions across social media, online news, and print news, generating over **2.1B impressions**, which equates to **\$95.4M** in advertising equivalency media value. While Twitter accounts over half (**64%**) of mentions, Instagram accounts for a large majority (**46%**) of the total impressions with YouTube following (**26%**).

NIGEL NG // SOCIAL MEDIA STATS - PAST YEAR (6/14/23 - 6/12/24)

	MENTIONS	IMPRESSIONS	ADVERTISING MEDIA VALUE
ONLINE NEWS	2,110	43,688,879	\$16,164,885
PRINT NEWS	82	1,497,953	\$554,242
TWITTER	38,580	264,025,482	\$454,124
INSTAGRAM	10,945	959,667,265	\$4,040,199
TIKTOK	2,609	261,409,694	\$2,614,097
YOUTUBE	6,193	550,681,627	\$71,588,612
TOTAL	60,519	2,080,970,899	\$95,416,159





*our last dance*