

HAWAIIAN SHAVED ICE + APOGEE CASE STUDY



OBJECTIVES

Hawaiian Shaved Ice partnered with Apogee Agency in May of 2022 to raise awareness of their at-home snow cone and shaved ice makers, flavored syrups, and cotton candy machines, with the ultimate goal of increased e-commerce sales. With a large presence on Amazon, Apogee's objective was to balance Amazon and DTC site sales.

SOLUTION

Apogee implemented a full funnel marketing approach that included a hybrid of PR and affiliate with key influencers, big media, and coupon partners. With this complex strategy, Apogee achieved the sales goal while building a long-term foundation for success.

We launched and optimized a competitive affiliate program on one of the top networks to appeal to content creators and large media publishers. We immediately seeded products to macro influencers and ran paid sponsored campaigns.

RESULTS

1. Brand Awareness

Apogee campaigns have reached tens of millions of views throughout multiple engagements on blogs, Instagram, TikTok, YouTube and Facebook. Hawaiian Shaved Ice has reached a Power Rank of 638 out of more than 15,000 programs, making it highly attractive for new partners.

2. Increased Revenue

In just under seven months in 2022, Hawaiian Shaved Ice achieved over \$150,000 in sales through the affiliate channel. As of September 2023, affiliate revenue is over \$267,000.

3. Brand Integrity

Apogee has maintained a clean affiliate program — free of low-value coupon sites, fraudulent coupon practices, and paid ad manipulation.

KEY METRICS

Apogee engaged social media creators to construct over 100 exclusive, targeted promotions of the Hawaiian Shaved Ice products.



28.7M

Estimated views



24.4M

Estimated social views



2.36M

Social engagements



556.1%

ROAS



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