

# SNOWP DOG

*Martin Agency*

*Snow Dog* x  solo stove

Presentation by Zach Steele and Michael Tacinelli

# INTRODUCTION

## SNOOP'S BIG REVEAL

Snoop Dogg took to social media on November of 2023 announcing that he is quitting smoke.

CNN:

### Snoop Dogg says he's giving up smoking weed

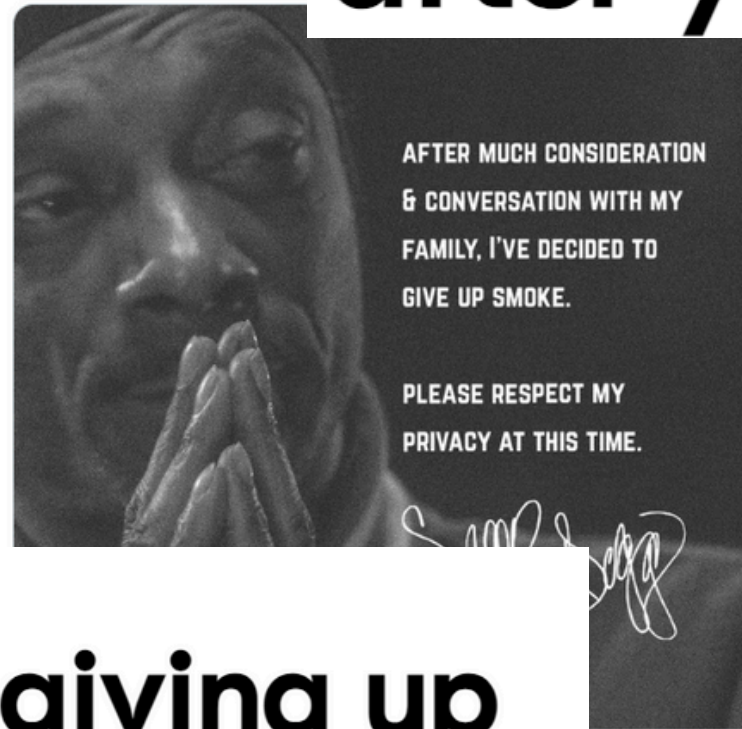
- Martin agency, solo stove behind snoop dogg going smokeless. (n.d.-a). The Martin Agency. Retrieved August 27, 2024, from <https://www.martinagency.com/solo-stove-going-smokeless-snoopdogg-sa>

BBC:

### Snoop Dogg gives up smoking after years of marijuana use

Snoop Dogg  
@SnoopDogg · Fc

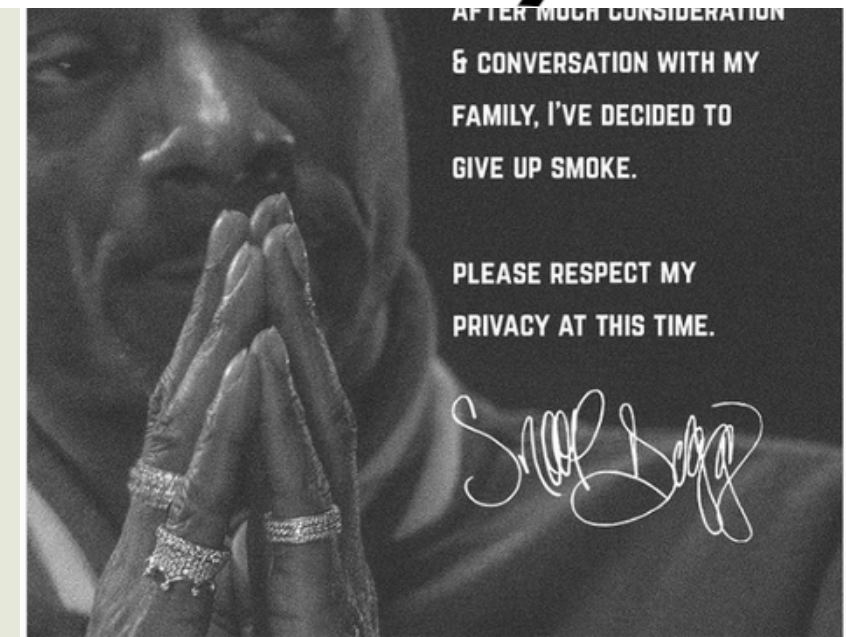
I'm giving up smoke



[twitter.com/SnoopDogg/stat...](https://twitter.com/SnoopDogg/status/1724111111)

Context is written by people who use X, and appears when rated helpful by others. [Find out more.](#)

11:59 AM · Nov 16, 2023



[View more on Instagram](#)



4,747,447 likes

snoopdogg

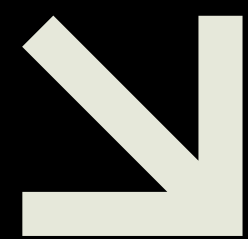
I'm giving up smoke.

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*Snoop Dog*  
**GOES  
SMOKELESS**



30 SECOND VIDEO ▶▶







# ENGAGEMENT ↘

**+\$100M**

**EARNED MEDIA  
VALUE**

**+2.5X**

**UNAIDED  
AWARENESS**

**70%**

**REVENUE INCREASE  
(AFFILIATE)**

**+6,179%**

**SOLO'S IG  
ENGAGEMENT RATE**

**+4,582%**

**SOLO'S TIKTOK  
ENGAGEMENT RATE**

▶▶ Wald, P. (2024, April 23). Case study: Insights and reflections on Solo Stove's snoop dogg campaign. CMO Alliance.  
<https://www.cmoalliance.com/insights-and-reflections-on-solo-stoves-snoop-dogg-campaign/>



# UGC

*user  
generated  
content*



In midst of Snoop's post celebrities and the internet took to social media posting about what they are now going to give up.

Skyrocketing UGC of the solo stove campaign, and fueling anticipation.

POSTS ▶▶







# AFTERMATH

## ►► UNDERWHELMING REVENUES

Solo Stove board member Andrea Tarbox stated in a press conference, "While our unique marketing campaigns raised brand awareness of Solo Stove to an expanded and new audience of consumers, it did not lead to the sales lift that we had planned, which, combined with the increased marketing investments, negatively impacted our EBITDA."

## ►► WHAT WENT WRONG?

The onboarding of a new CEO and underperforming sales despite the genius marketing ploy raises the question, why? Solo Stove's target market of outdoor enthusiasts was largely unrepresented in Snoop Dog's following.



# SOLO STOVE

vs

# SNOOP DOG

## ▶▶ TARGET MARKET

Outdoor Enthusiasts

Age: Most buyers are in the 45-54 age group.

Viewers of solostove.com also visited yeti.com, rei.com, & backcountry.com



## ▶▶ TARGET MARKET

Hip Hop, R&B, Entertainment,

Age: Most followers are in the 20-35 age group.

Followers of Snoop also followed NFL, Kevin Hart, & Jimmy Fallon



🔥 solo stove presents

# BLUNT MARKETING



# BLUNT MARKETING

## ▶▶ REVAMPED CAMPAIGN

Just last week, Snoop Dog and Solo Stove announced their continued partnership. This time, however, there are far more CTAs and product demos than in the previous advert.

Team, C. M. I. (n.d.). Solo Stove Brand Reignites Snoop Dogg with Blunt marketing.  
<https://contentmarketinginstitute.com/articles/solo-brand-blunt-marketing/>



↓

# WORKWRECKED

*links*



Adams, P. (2024, January 30). Solo Stove's viral Snoop Dogg partnership fails to spark up sales. Marketing Dive. <https://www.marketingdive.com/news/solo-stove-viral-snoop-dogg-stunt-marketing-fail/705029/?ref=cmoalliance.com>

Barnett, D. (n.d.). Snoop Dogg x SodaStream. Influencerintelligence.com.  
<https://www.influencerintelligence.com/blog/TgQ/snoop-dogg-x-soda-stream>

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