BLANK STREET x EADEM

a limited edition collab and NYC pop-up

Blank Street and Eadem are teaming up for a limited-edition matcha collection and weekend pop-up.

We're combining two brands' shared obsession for flavor and identity into one collectible and shareable moment for their overlapping audience.

BLANK STREET

A trendy coffee and matcha chain known for their creative matcha flavors. They have already run real-world brand takeovers before.

EADEM

A skincare and lip brand founded by women from distinct cultural backgrounds. They're known for naming shades after personal food memories rather than generic descriptors.

Why this partnership?

Both brands treat flavor as a storytelling device rooted in specific personal and cultural memories rather than a general descriptor.

BLANK STREET

Audience:

- Gen Z and younger millenials
- ‘wellness’ vibe
- trend-forward aesthetic

EADEM

Audience:

- Millennials and Gen Z
- Women of color, melanin-rich skin
- Sephora shopper base

Audience Overlap:

- Ages 18 - 34
- retail/shopping behavior
- customers comfortable buying via app and in person
- social media natives
- UGC-driven purchase patterns

The Blank Street x Eadem Collection

A custom collection of Blank Street flavors paired with Eadem's most popular lip balm shades

Guava Fresca





Guava Matcha Spritz

Find Your Pairing

Churro Matcha



Churro de Canela



Find Your Pairing



Fig Sauce Matcha

Fig Sauce



Find Your Pairing



Hibiscus Bissap Matcha

Bissap Glaze



Find Your Pairing

Brown Sugar Boba Matcha



Boba Bounce



Find Your Pairing

The Event



sensory bar :

- taste matcha flavor shots
- smell Eadem scents with scent cards
- choose your perfect pair



matcha bar and cashier:

- buy any custom Blank Street matcha and get a free mini Eadem lip balm



photobooth:

- visitors take photos with matcha and lip balms
- post + tag = coupon/gift

The Sensory Bar

Sensory experiences is a growing trend with brand activations and popular with young adults. Here, visitors can taste a shot of each of the Blank Street matcha flavors, and get a scent card of each of Eadem's limited-edition lip balms to smell

Choose your favorite pair
→ With every matcha purchase, you get a free mini balm.

Why this works
→ Sensory pop-ups are a proven format
  → Kayali's SoHo café activation used free scent sampling the same way, turning an abstract product (fragrance) into something people could experience before buying
→ Lets visitors try the full flavor range without committing to a full-size purchase
→ Matcha shots + scent cards give visitors something to post before they've even bought anything so content starts at the first station





The Photobooth

Both brands' audiences already treat their coffee order and their lip product as part of their personal aesthetic so the photobooth is where that behavior becomes content

→ visitors will want to take pictures with their products

→ more likely to upload their photobooth photos online/come into our pop-up

call to action: if they post and tag us, we will let them spin a wheel for a free gift or coupon to either brand's products

Why Photobooth?

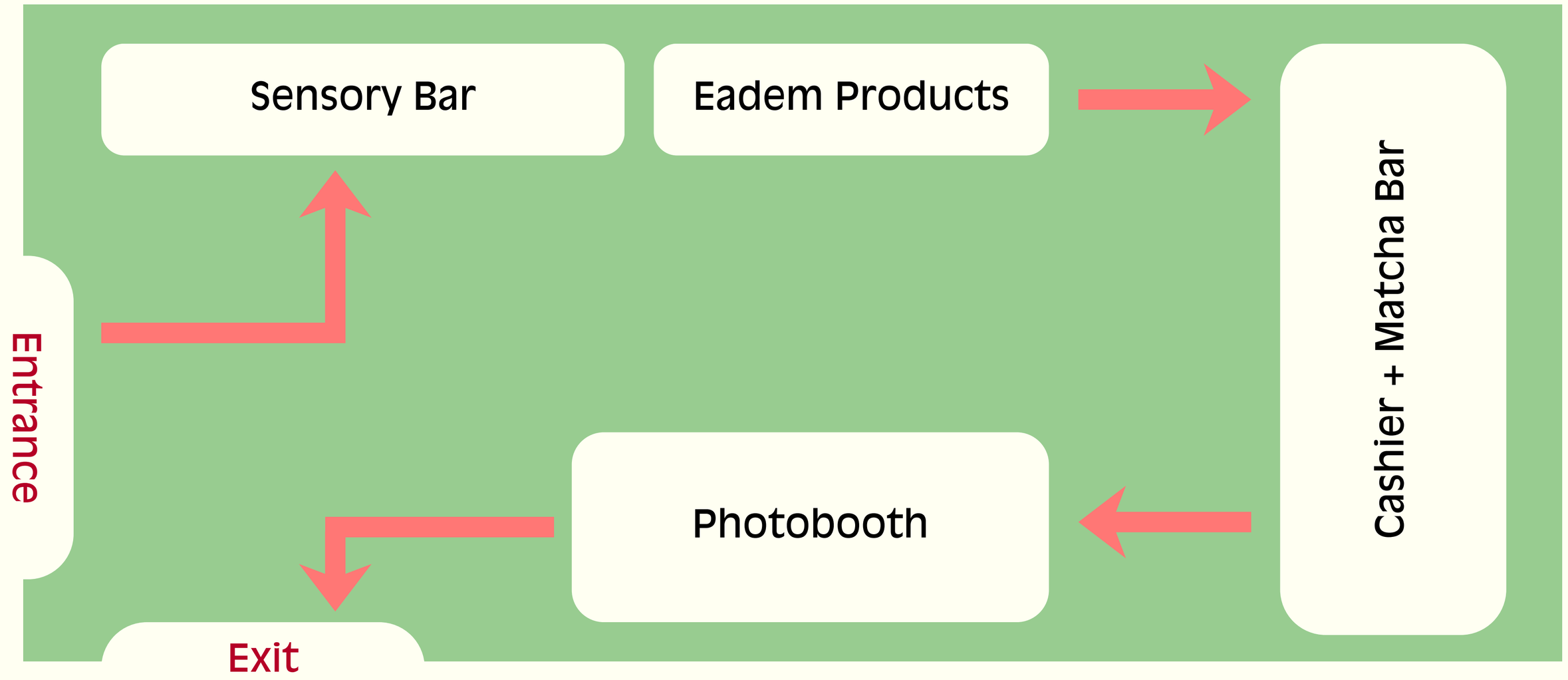
→ Turns the visit into distribution. Every posted photo reaches followers who never came to the pop-up

→ The spin-the-wheel gives people a reason to tag immediately, rather than hoping they remember to later

→ Physical photo strips (not just a digital filter) give visitors something tangible to keep. Most beauty/coffee pop-ups only offer a digital takeaway, so this makes us stand out



Event Layout



Pre-Event Timeline

Social Media Campaign
- publicize event through posting it on social media
- first post hinting at big collaboration and new flavors
  - mystery to generate buzz

Influencer Outreach
- reach out to influencers/creators to come and make content for event (put on their calendars)

3 weeks before

2 weeks before

Social Media Campaign
- reveal Blank Street x Eadem collaboration
- post photos and videos of collab products throughout the week

Social Media Campaign
- post content of activities in brand activation - the sensory bar and photobooth
- introduce free mini balm with purchase

1 week before

1- 3 days before

Influencer Outreach
- influencers/creators comes and make content about event early and post on their accounts

Social Media Campaign
- post last few photo/video content made for event

Event Timeline

First Day of Event

Social Media

- Post on story throughout the day
- Feature posts from visitors who tag us
- Conduct interviews with visitors

Day 1

Day 2

Second Day of Event

Social Media

- Continue to post on story
- Feature tagged posts
- Conduct interviews

Third/Last Day of Event

Social Media

- Post on story throughout the day
- Feature posts from visitors who tag us
- Surprise guest to conduct interviews (popular creator)

Day 3

1 Day After

Social Media

- Recap post/video

Success Metrics - Campaign Targets

30% increase in foot traffic

compared to baseline days at Blank Street

500+ Products Sold a Day

between Blank Street and Eadem

50% increase in engagement on social media

launch vs pre-launch

1000+ Posts Tagging Blank Street/Eadem on Social Media

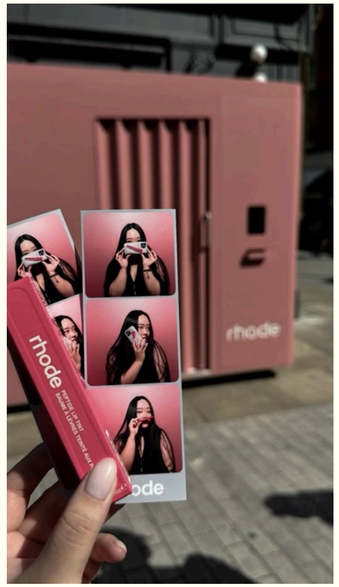
Inspiration

lots of photo opportunities











custom packaging





clean & trendy counter design



