

InnoVision Marketing Group Named Agency of Record for Krak Boba, Spearheading Expansion and Franchise Focus

SAN DIEGO, CA, USA, September 28, 2023 /EINPresswire.com/ -- InnoVision

Marketing Group, a bilingual, global marketing agency renowned for its cutting-edge strategies, is thrilled to announce that it has been selected as the Agency of Record for Krak Boba, a trailblazing player in the boba tea industry. This exciting partnership marks a strategic move for

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Ric Militi, CEO/Executive Creative Director of InnoVision Marketing Group

InnoVision, now being the agency of record for multiple categories including chicken, poké, bakery café, fresh gourmet vending and now boba. The agency will assist the brand in creating awareness and presence in the industry as the driving force behind expanding franchising endeavors for Krak Boba.

Krak Boba, a fresh and innovative brand in the rapidly growing boba tea market, has quickly gained recognition for its dedication to quality, unique flavors and handcrafted, aesthetically appealing drinks and unparalleled guest experience. With a commitment to delivering the highest standards in taste and service, Krak

Boba has set its sights on becoming a dominant force in the industry and expanding their brand.

Krak Boba is a boba tea brand founded on the principles of creativity, authenticity and quality. They take pride in using only the finest ingredients to craft their signature boba teas, which feature unique and exciting flavor combinations. Each drink created has been taste-tested and received only the highest rating before being added to the menu. Krak Boba's commitment to guest satisfaction and their passion for reimagining traditional boba drinks truly sets them apart.

"We are absolutely ecstatic to embark on this exciting journey with InnoVision Marketing Group," says Tin Do, CEO of Krak Boba. "Our shared passion for innovation and guest delight is undeniable, and we believe this partnership will be the catalyst for unlocking limitless possibilities in our future expansion and franchise focus. Together, we are confident in our ability

to create a synergy that will not only elevate Krak Boba's presence in the boba tea industry but also redefine the standard of excellence, while highlighting what truly makes us different in the industry."

As the newly appointed Agency of Record for Krak Boba, InnoVision Marketing Group will be at the forefront of driving the brand's marketing and advertising initiatives, investing all of their resources into the growth of each brand. The agency will work closely with the Krak Boba team to craft creative, data-driven campaigns that will elevate the brand's presence and market positioning, as well as spearhead franchising and expansion efforts.



This partnership is not only a significant milestone for InnoVision but also a testament to the agency's ability to adapt and excel in new market segments. With a track record of delivering innovative and impactful marketing solutions for a diverse range of franchise clients, the agency's expertise will help Krak Boba stand out in a crowded marketplace.

Furthermore, InnoVision Marketing Group is thrilled to support Krak Boba's ambitious plans for franchising. As part of the collaboration, InnoVision will provide strategic guidance and marketing support to facilitate Krak Boba's expansion into new markets through franchising opportunities. The InnoVision team's extensive experience in franchise marketing and development will be instrumental in helping Krak Boba achieve its franchising goals.

"Working hand-in-hand with visionaries in the boba tea world not only invigorates us but also ignites our shared commitment to rewriting the narrative of marketing," says Ric Militi, CEO/Executive Creative Director of InnoVision Marketing Group. "Our relationship is fueled by a shared dedication to pushing boundaries, and together, we are poised to deliver groundbreaking campaigns that will captivate audiences and elevate Krak Boba to unparalleled heights."

InnoVision Marketing Group and Krak Boba look forward to a successful and exciting collaboration, marked by creativity, innovation and growth. This partnership represents a significant step forward for both companies and underscores InnoVision's dedication to delivering extraordinary results for its clients.

For more information on Krak Boba or InnoVision Marketing Group, please contact Bianca Kasawdish at Bianca@TeamInnoVision.com or visit TeamInnoVision.com.

About InnoVision Marketing Group

What began as an idea of a way to better service clients has turned into a brand that stands out among the rest. InnoVision Marketing Group is a full-service, nationally recognized agency, with clients across the country and globally. Inspired by the intensity and style of New York agencies, we've taken innovation to the next level by integrating proprietary digital technologies into our services.

From branding to creative design, media buying, digital advertising, web development and SEO, video production, social advertising and management, PR and digital content, and a talent agency that will serve the entire industry scheduled to launch in Q4 of 2023. All work created by the InnoVision team is produced in-house, delivering unparalleled quality and value to our clients to make a lasting impact. Our goal is to ensure that our clients' businesses thrive in every aspect of their branding and marketing. With our unique culture at the heart of everything we do, we believe the happier our team is, the better the work we produce – something we remember every day. To learn more about InnoVision, please visit TeamInnoVision.com.

About Krak Boba

Krak Boba is not just a boba tea brand; it's a revolution in the making. Founded on a relentless pursuit of flavor innovation and a commitment to authenticity, Krak Boba has swiftly emerged as a vibrant force in the dynamic world of boba tea. The brand believes in unearthing the strength within you, celebrating authenticity, and defying conventions. Our mission is to craft powerful elixirs that invigorate your senses, infuse you with vitality, and empower you to reign supreme in your daily adventures. Because, at Krak Boba, we know that you were born to rule!

With an unwavering commitment to excellence and a boundless spirit of innovation, we invite you to sip, savor, and celebrate the extraordinary. Krak Boba is your passport to flavor-filled escapades that awaken your inner ruler. Join us in challenging the norm and embracing the exceptional, one extraordinary sip at a time. To learn more, please visit KrakBoba.com.

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