

Skyy Vodka

Problem

How does a well-known vodka brand position itself as a relevant holiday purchase?

Solution

Develop a campaign that creates consistency across several OOH formats to promote the ugly sweater theme of the product throughout the holiday season.

Background

The holiday season is seen as a time to enjoy the company of family and friends, a season for giving and enjoying an adult beverage or two with the most important people in your life. Skyy wanted to stand out from the rest of the holiday clutter and connect with consumers by surrounding themselves in the most holiday-centric persona. The ugly holiday sweater has become a cultural phenomenon in recent years and an integral element of the holiday season.

Opportunities:

- Expand the use of non-traditional and “surprise and delight” tactics in OOH and digital
- Expand influencer program into other channels and stronger integration across program activation
- Innovate and optimize ugly sweater concept to maintain leadership position
- Better incorporate Brand Ambassador into program plan

Challenges:

- Consumers do not typically think of SKYY as a “holiday” purchase, therefore how would the campaign provoke them to choose SKYY vs. other vodkas in their holiday consumption moments
- Potential fatigue over ugly sweaters, especially as other brands started to tap into the trend. The challenge was to keep trend premium and exciting in relation to the brand
- Weather issues for OOH installations also posed a challenge
- A highly competitive season for a highly competitive product made it challenging to break through the noise given SKYY’s limited budget
- Short time frames also made campaign execution challenging

Objective



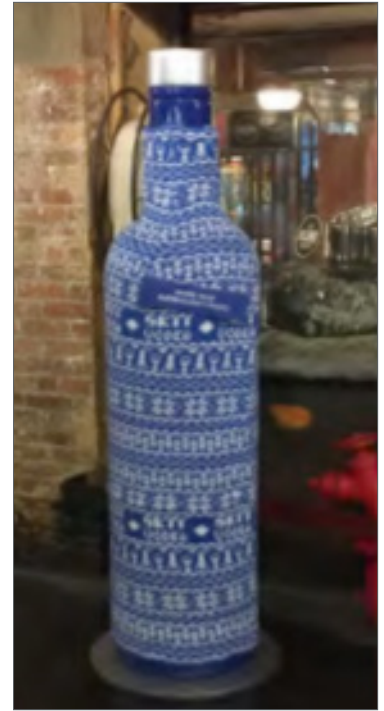
The team was given three key objectives for the overall campaign, including increasing SKYY's sales by 1% versus November and December's sales the previous year, gaining 100MM+ impressions with \$5MM investment, and finally, to make SKYY the holiday vodka of choice.

Strategy

SKYY's main challenge was that consumers did not think of SKYY as a relevant holiday purchase. SKYY wanted to provoke consumers to choose their brand in lieu of other vodkas for their holiday drinking festivities. To do so, the strategy was to involve SKYY in the most fun holiday trend for young adult consumers aged 21 to 35.

To promote SKYY Vodka during the holiday season, the distinctive blue SKYY bottle got a festive makeover by being wrapped in a SKYY blue "ugly" sweater, which was released in limited select stores around the U.S. The campaign wanted to capture this same spirit by bringing the sweater to life through standard and non-traditional OOH units warmly wrapped in the SKYY holiday sweater. The biggest of the unit was a New York City double decker bus, which carried tourists around the city to see all of the holiday season magic New York had to offer.

This SKYY ugly sweater bus was outfitted with a specific material replicating the look and feel of a chunky, cozy knit. To preserve the cheerful exterior of the SKYY holiday bus from seasonal impediments, the material was coated in weatherproof treatments so that neither snow nor rain would sabotage the ugly holiday sweater. The SKYY sweater bus forged through the New York City streets spreading the SKYY spirit, targeting popular destinations for consumers' most memorable holiday moments.



Plan Details

Markets: 23 Markets (NYC, NJ, DC, BOS, PHIL, FT. LAUD, ORL, TAM, ATL, SF, LA, DAL, HOU, DET, MILW, CHI, BAL, MPLS, RICH (VA), SA, NO, SD, OKC)

Flight Dates: November 2015 - January 2016

OOH Formats Used: Buses/Bus Wraps, Bulletins/Digital Bulletins, Painted Walls, Wallscapes, Storefronts, Posters, Street & Transit Shelters, Barricades, Billboards

Target Audience: A21-34; 50/50 M/F; Affluent & Educated

Budget: SKYY wanted to develop the most optimal holiday media plan designed to make the most noise, and felt the best way to do so in each market was to invest heavily in OOH. As shown in the budget breakdown, the Digital/Paid Social component was utilized most in each OOH market.

Traditional OOH: \$3.1MM Net

Non-Traditional OOH: \$400K Net

Digital/Paid Social: \$724K Net



Results

SKYY's efforts were well received internally and externally. They received positive feedback from key stakeholders and consumers, including praise for the double decker sweater wrap as well as awards considerations. The campaign gained added value of over \$957,000,000 and was recognized by SKYY's sales team as one of their best campaigns to date, as it grew sales by 2.8% in unflavored product and 6% in flavored. Overall, 173MM+ impressions were gained with a budget of only \$4.5MM.



Testimonials

Key Stakeholder Feedback

Commercial Team:

- “Awesome POS and LTO, let’s innovate further and stay consistent with this program in the future.”
- “A positive program all around. Let’s mirror and expand on execution in 2016 and beyond.”
- “Fun POS that people want and easily understood, Holiday 2015 was very successful and we should keep it.”
- “Let’s continue and build on fun stuff like this that’s inclusive and not snarky. It incorporated on premise, had a decent budget and was programmable in terms of experiential selling.”
- “It was a great program that was well received by the consumer, retailer and wholesalers. Let’s continue.”

Consumers (From Sampling Events & Social):

- “I’m buying the last two bottles so I can make a holiday punch for my party this weekend.”
- “This is going to be the best stocking stuffer at the Christmas party!”
- “We are having a blast at this event and the samples are delicious. Will you be doing more events soon?”
- “This is SO good! I’m going to take a few bottles home and my cool SKYY swag.”
- The holiday cheer was in full swing at the @skyyvodka #LetsHolidayy event at @michelsonstudio #KagencyVenues
- “Love these beanie hats that SKYY gave us! Also really enjoyed the smoothness of the new cranberry flavored vodka!
- Come check out the life-size, limited edition, knitted sleeved #SKYYVodka bottles on display at #chelseamarket #NYC #Letsholiday
- Excited for tonight’s #UglySweaterparty at@theabbeyweho! #LetsHolidayy #HolidaysAtTheAbbey #HappyHolidays #MeetMe-AtTheAbbey #Cheers