

## Molly's Spirits

### Problem

How does a local liquor store address the challenge of increased competition?

### Solution

By utilizing the comprehensive coverage of OOH to feature its nearby location and delivery service.

### Background

A new Colorado law allowed for the purchase of beer in grocery stores. Molly's was concerned sales could decrease due to the convenience of consumers buying beer when food shopping.

### Objective

The objective was to keep Molly's top of mind for liquor purchases by targeting consumers with a multi-platform OOH campaign to increase store traffic.

### Strategy

Molly's key demographic is adults over 21 years of age who are cost-conscious and may want liquor delivered. The campaign was anchored by urban billboard locations within a five-mile radius of the store, and they featured a directional message. A second layer of OOH deployed wrapped light rail trains to target people traveling into the city for sporting and concert events with exterior and interior ads. The train routes cover the main interstate and the downtown area, and average trip length is 45 minutes each way. The third OOH element was bus king kongs and fullbacks on buses to target residential areas, along with park and rides to capture the commuters at home and on their way to work.

### Plan Details

Market: Denver, CO

Flight Dates: January 1 – December 31 2019 annual campaign with targeted flight dates for bulletins, and transit ran for 13 periods.

OOH Formats: Billboards, Wrapped and Interior Light Rail Trains, Bus Kongs and Fullbacks

Impressions: Billboards (989,476 monthly impressions); 20 Bus Kongs and 10 Bus Fullbacks (8,815,920 monthly impressions); 3 Light rail wraps with interior domination (5,207,292 monthly impressions).

Budget: \$10,000 and over

### Results

Delivery sales increased 20% and in-store sales increased sales 23% year-over-year, leading Molly's to open a second store in 2019.

