

## Wholesale Wine & Spirits

### Problem

How do you increase awareness for a new beverage superstore?

### Solution

By using an OOH campaign to alert consumers of the new location using different creative.

### Background

Wholesale Wine & Spirits is owned by West Oil, a 50-year old company that also has convenience stores, gas, and propane products. West Oil already had two Wholesale Wine & Spirits locations, one in Hartsville and another in Chesterfield. The Sumter location was its third store for Wholesale Wine & Spirits. The company wanted to enter the new market because of the proximity of the current office and growth potential. Wholesale's two main competitors in this new location were Market Place Spirits and Mac's Place Spirits, both with established clientele and a better location for its target market.



### Objective

Wholesale Wine & Spirits wanted consumers to know there was a new beverage superstore in town and it was worth the drive for their adult beverage needs.

### Strategy

To encourage residents from the Shaw Air Force Base area and professionals downtown to change the buying habits of their adult beverages, the store offered the First Beer Growler Station in the Sumter location. There were five poster zones and Wholesale Wine & Spirits wanted to ensure no matter what part of town you were in, you would see its messages. There were multiple creative messages that were featured including, messages about price, higher-end products, and other creative tag lines to announce the first beer growler station.

### Plan Details

**Markets:** Sumter, SC

**Flight Dates/OOH Formats:**

- Flight: October 3rd - December 25, 2016
- 20 Posters
- 150 GRP per period

**Budget:** \$10,000 and over

### Results

The Sumter location opened July 2016. From the start of the campaign in October until the end of 2016, sales more than doubled and customer base increased over 100 percent.