



OOH Case Study

Koval

Problem

How can Koval raise brand awareness to drive in-store sales for the new Cranberry Gin?

Solution

By reaching people at key choke-points in high traffic areas.

Background

Koval is distilled in Chicago, Illinois. It is a local brand with national distribution. Their Cranberry Gin was a new product over the holiday season and competes with an extensive amount of flavored liquors.



Objective

The objective was to drive brand awareness and in-store sales of Koval's newest product in their line of gins - Cranberry Gin Liqueur.

Strategy

Koval's strategy was to reach a 21+ audience and drive traffic to their store/ distillery. With increased foot-traffic, they hoped to increase in-store purchases specifically for the new product. The campaign was spread across high yielding billboards at key choke-points on Chicago's busiest expressways.

Plan Details

Markets: Chicago

Flight Dates: November 2018 - December 2018

OOH Formats Used: Bulletins

Target Audience: Adults 21+

Results

The Cranberry Gin Liqueur developed a massive cult following over the course of the out of home campaign, becoming Chicago's "drink of the holiday season". Koval's in-store sales far-exceeded their projections for the Cranberry Gin product. They also experienced a high-demand from Chicagoland bars and restaurants looking to add the liqueur to their menus. Additionally, Koval's social media mentions saw a massive lift and specifically referencing the cranberry flavor.



Audience Metrics

Target audience reach: 12% Reach

Target audience Freq: 12.2x Frequency

Additional relevant metrics: 17.6M Impressions

Testimonials

“We’ve gotten countless positive responses from customers and industry vendors about our OOH campaign. Consumer decisions in the hyper competitive liquor industry rely strongly on personal impressions, so this means a lot to us.” - Sonat Birnecker, Owner

