

OOH + MOBILE LAUNCHES EMERGING VODKA BRAND



OBJECTIVE

Increase brand awareness and online engagement for GameDay Vodka throughout select Florida markets during the 2020 fall football season.

SOLUTION

Utilize RADARView to reach college football fans, sports enthusiasts and frequent liquor consumers. Leverage proximity targeting to identify units near participating liquor stores and local sporting venues. Retarget key audiences with home team-specific messaging using RADARConnect.

Leveraging **RADARView** and **RADARConnect** allowed advertiser to **reach key consumers effectively**. Despite the uncertainty of live sports/tailgating during the pandemic, the **campaign delivered above average results**.

336%

Lift in organic search in Florida
as compared to pre-campaign period.

859%

Total increase in website traffic.
CCO's mobile retargeting was the top contributor, accounting for 62% of website visits.

0.23%

Click-through rate (CTR) on mobile retargeting campaign
-- **2X higher than industry average!**

Wide exposure of OOH campaign led to GameDay Vodka being chosen as the **exclusive pour of the Super Bowl LV Host Committee**.