

Alamo Beer Company

Problem

Prior to 2022, Alamo Beer had not used OOH advertising in its media mix. Instead, the company's marketing strategy leaned heavily towards grass roots tactics, event marketing, and digital plays. And although the company had a marketing presence in Texas, only a few of its products were on the shelves at H-E-B, a large and popular Texas grocery store chain.

Solution

Catch the attention of retailers, distributors, adult beer drinkers, and H-E-B execs with a splashy, sustained OOH campaign with mobile retargeting.

Background

Alamo Beer is not new to the residents of San Antonio, Texas. What is new is the company's management and leadership. Since taking over earlier this year, Patrick Thurmond and his talented team wasted no time in making major changes, treating the decades-old firm as if it was a new brand hitting the San Antonio market for the first time.



Objective

Even though the campaign was Alamo Beer's first foray into OOH advertising, the company wanted to go big with an aggressive approach that was sure to catch the attention of H-E-B executives and the other retail companies with whom they worked. By mounting a sustained, high-profile campaign, Alamo Beer wanted to send a strong signal to retail stakeholders that they were pulling out all the stops to increase awareness of the brand's new products.

Strategy

Alamo Beer's marketing team partnered with Clear Channel Outdoor's (CCO) sales and marketing team to develop a strategy for an effective multi-media campaign, comprised of OOH and mobile advertising. The OOH displays featured a series of creative executions amplified by CCO bulletins, digital displays, and premiere panels. And by leveraging CCO's RADARConnect, the campaign was expanded by using mobile devices to retarget consumers exposed to the OOH campaign. In this instance, CCO's RADARConnect retargeted consumers in the San Antonio DMA, identified as adult beer drinkers.

Plan Details

Markets: San Antonio, Texas

Flight Dates: May 30, 2022 through April 30, 2023

OOH Formats Used: Bulletins, Digital Displays and Premiere Panels

Additional Media Formats Used (if any): Mobile Advertising

Budget: \$1M

Results

The campaign was designed to attract the attention of Alamo Beer's retailers and distributors, to reach adult beer drinkers, to drive product demand, and to increase foot traffic to the Brewery/Beer Hall. According to the brand, those goals were not just met, they were exceeded. Requests for Alamo Beer beverage brands from distributors have increased by 140%. Meanwhile, sales at the Brewery/Beer Hall have increased by 35% and the establishment is expecting sales to continue to rise.

CCO's mobile and digital advertising solution was used for Alamo Beer to drive engagement along the consumer journey, capturing individuals who were exposed to the OOH messaging, beer drinkers over the age of 21 and visitors to H-E-B. With an innovative approach and an industry-leading methodology, CCO RADAR uses anonymous, aggregated mobile location data to help understand the audiences exposed to outdoor advertising and the impact it has on consumer behavior and decisions. RADAR-Connect reaches qualified consumers based on their presence in target locations, exhibited behaviors and exposure to OOH.

Additional Information

Testimonial: "My CCO account executive is always reachable and is great at communicating with us to ensure our goals are met and that our billboards are professional and eye catching. At a recent event attended by restaurant and brewery companies, managers, and owners, they told us how much they loved our billboards and how they could tell a difference in where Alamo was to where it is now, just on the strength of the advertising campaign. And lots of consumers are recognizing the product and looking for it now at H-E-B and other retailers. This is because of Tiffany Creamer and her team making this happen. I appreciate Clear Channel for all they have done for our clients, and I highly recommend anyone looking to up their marketing game to choose Clear Channel."

Audience Metrics

Target Audience: Adult Beer Drinkers 21+ with a minimum income of \$65K

Target Audience TRPs: Plan TRP – 3,169.0

Target Audience Reach: Plan Reach – 95%

Target Audience Frequency: Plan Frequency – 33.3

Additional Relevant Metrics

Plan Impressions – 79,659,967

