



OOH Case Study

Intrinsic Wine Co.

Problem

How can Intrinsic Wine Co. showcase its roots in creativity to gain a new audience of wine consumers?

Solution

By designing an OOH experiential activation featuring both their wine and artwork.

Background

Intrinsic Wine Co. is an emerging wine brand looking to make its mark by gaining new audiences with a unique viewpoint and message. They are a wine brand with roots firmly planted in creativity, making both wine and graffiti street art. They often compare their approach to wine making as being similar to that of the street-style art that accompanied the brand since the beginning and inspired the label design. In this way, Intrinsic sets themselves apart as a brand with a different voice in the industry.

Objective

The objectives were to create brand awareness among specific audiences, and to target the desired demographic in a strategic and relevant way. The target audience was urban dwelling men, ages 21-35, diverse, educated, affluent, and wine drinkers. They also wanted to reach an audience with an appreciation for creativity, a core element of their brand, by promoting the artistry of the brand's history and wine label at the 2019 SXSW Conference & Festivals.

Strategy

The strategy implemented for Intrinsic Wine consisted of three key media components designed to target their audience at SXSW in unique and varied ways. The primary component was an experiential activation featuring an art installation—an artist live-painting three mural-boards that incorporated elements of Intrinsic Wine and Austin, TX. Upon completion, the installation was “toured” around the event each day to encourage awareness and recognition for the brand. This was supported with wrapped rideshare vehicles, which maintained a presence in high-traffic event locations, and a mobile projection campaign, which reached high-traffic nightlife areas of the city.

Plan Details

Markets: Austin

Flight Dates: March 8, 2019 - March 17, 2019

OOH Formats Used: Painted murals, wrapped rideshare vehicles, mobile projection

Target Audience: Males 21-35



Results

Because of the various unique OOH elements, especially the painted murals, crowds of people were exposed to the brand and witnessed an important grassroots-style look at the artistry and creativity critical to the brand. The brand saw a lift in awareness and purchase interest from attendees at SXSW.

