

Q Mixers - Better Mixers

Background

Although Q Mixers is served in over 30k locations, category awareness and product education is low. Most consumers are not aware of the benefits of a premium mixer.

Objective

Q Mixers wanted to use OOH to communicate their fresh new brand messaging in impactful ways, while also speaking to Adult 21+ consumers in unique environments with high dwell time and the potential for alcohol consumption. Secondary objective: Support the field sales efforts to secure further distribution.

Strategy

Reach consumers in high dwell time environments to ensure engagement and increase product education. Target elevated environments near points of purchase.

Full train wraps in Downtown Denver with interior dominations were used to deliver high-impact and immersive exposure in a key market. Chairlift ads were posted at select ski resorts in Colorado to reach the target audience in a captive setting, knowing many would be consuming mixers soon afterward. Digital networks at PHX airport to target travelers during a time when they will often be ordering cocktails with drink mixers.

Plan Details

Markets: Denver, Phoenix

Flight Dates: December 2022 - April 2023

OOH Formats Used: Train Wraps with Interior Dominations, Ski Resort Chairlift Ads, Airport Digital Networks

Budget: \$305,000

Results

Q Mixers sales increased 18% in Denver and leads category market share for premium mixers in Denver.

In Phoenix, Q Mixers is the fastest-growing brand of cocktail mixers, with sales growth of over 27% in the past year.

