

Uncle Nearest Premium Whiskey

Background

The Tennessee Whiskey Trail actually has more visitors than the Kentucky Bourbon Trail, and Uncle Nearest wanted to capitalize on this fact.

Objective

Increase Store/Business Facility/Special Event Traffic.

Objectives for the Uncle Nearest campaign were to

- Create general awareness of the brand with both inbound and outbound travelers at the Nashville International Airport and gain a bigger share of voice against other alcohol competitors in the airport.
- Engage inbound airport travelers and generate bookings for the tour/tasting at the Nearest Green Distillery, 55 minutes from the Nashville International Airport
- Drive sales with outbound passengers to purchase Uncle Nearest from airport stores to take home



Strategy

Uncle Nearest’s strategy was to dominate their hometown airport and continuously grow their footprint by creating new opportunities to engage travelers by building brand awareness and engagement through multiple touchpoints along their airport journey. To strategically reach travelers, they deployed four types of targeted creative: 1) Engage arriving travelers with messaging focusing on their Distillery and Uncle Nearest whiskeys exclusively sold there 2) Engage outbound travelers departing Nashville highlighting Uncle Nearest products available at airport stores with QR store locator code. 3) Engage travelers in Baggage Claims where there is high dwell time– posting creative that provides more info about the brand including: a. The Uncle Nearest Product Portfolio; b. Humble Baron, Nearest Green’s restaurant, their newest offering, and home to the world’s longest bar; c. A personal welcome message from their very own Master Blender, Queen V, sharing that the Tennessee Whiskey Trail has more visitors than the Kentucky Bourbon Trail!

Plan Details

Campaign Posting Dates: 2023

OOH Formats Used: Print Campaign - Tension Fabric Displays

Target Demographic: Travelers 21+

Budget: Budget \$10,000 or larger

Results

60% of Nearest Green Distillery visitors reported seeing Uncle Nearest OOH ads at the airport, demonstrating the effectiveness of the campaign in reaching the target audience. Additionally, the use of QR codes in the airport ad campaign generated a 10% increase in website visits for Uncle Nearest. This highlights the campaign’s success in driving online engagement and interaction with the brand. The campaign also generated positive social engagement, with travelers regularly sharing the ads on social channels. Overall, these results showcase the campaign’s ability to effectively connect with the target audience, drive website traffic, and foster engagement through both offline and online channels.