

# WE DROVE OVER 3 THOUSAND VISITS FOR CORONADO BREWING COMPANY WITHIN 8-WEEKS!

Coronado Brewing Company is a local beer and cider establishment in San Diego, California. They have two local breweries in San Diego and distribute their beers nationwide. The local beer company looked to promote their “Weekend Vibes” and “Salty Crew” beers to libation lovers. Coronado Brewing Company utilized a proximity targeted mobile campaign, over-the-top (OTT) video ads, Connected TV (CTV), and an out-of-home (OOH) campaign consisting of five posters throughout San Diego County to promote brand awareness and increase visitation to their breweries.

## STRATEGY & TACTICS

- **Viewshed & Proximity Targeting:** Brewery enthusiasts, bar goers, beer drinkers, and more were retargeted as they passed by the viewshed on our posters. In addition, proximity targeting was placed around the breweries and audiences were served mobile ads and an OTT/CTV video on their streaming devices. This allowed Coronado Brewing Company to target specific audiences throughout San Diego County and near the breweries.
- **Creative Excellence:** Coronado Brewing Company utilized two billboard creatives, two mobile banner ads (large and small), and a 15 second and 30 second video spot with a QR code displaying their two types of beer.
- **Web Linked Banner Ad:** The banner ads featured the beer cans with their logo prominently placed. The banner ads directed users to their website.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



### MOBILE RESULTS

1,323,690

IMPRESSIONS DELIVERED

0.48%

CTR

0.6%

LIFT IN CTR OVER BENCHMARK

3,813

TOTAL CLICKS

3,011

TOTAL VISITS

### OTT/CTV RESULTS

524,420

IMPRESSIONS DELIVERED

98.7%

VCR: OTT RETARGETING

3.89%

LIFT IN VCR OVER BENCHMARK

98.76%

VCR: CRAFT BEER DRINKERS

3.96%

LIFT IN VCR OVER BENCHMARK

### OOH RESULTS

6,830,558

IMPRESSIONS DELIVERED

\$4.14

EFFECTIVE CPM

