

OOH & MOBILE ADS BUILT BRAND FAME TO HELP LAUNCH FRESHIE TEQUILA SELTZER

OBJECTIVE

The world's first and only organic tequila seltzer wanted to launch their brand in its hometown market of Chicago; targeting trendy audiences of adults 21+ to generate brand awareness among consumers, beverage distributors, retailers, and on premise accounts.

STRATEGY

The inaugural campaign utilized prominent billboards and geofenced mobile ads in upscale locations of the city as well as digital posters and mobile billboards in key target areas.

RESULTS

Freshie saw an immediate lift in website traffic and social media buzz as well as increased sales in Chicago. Based on the success of the initial OOH and mobile ad campaign, Freshie is rapidly expanding to additional markets.

“Our OOH presence put us on the map! The positive feedback from customers and business partners was instantaneous and our sales continue to exceed projections. We look forward to building on this momentum as we expand to new markets.” - Timm Martin, Co-Founder



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.



OUTFRONT

METRICS

1M+

OOH IMPS TO A21+

455K

MOBILE AD IMPS

4.26%

SAR

