

WE HELPED GO BREWING SECURE SHELF SPACE WITH ONE OF THE LARGEST U.S. RETAILERS

Go Brewing, located in Chicagoland, is an innovative brewery that has quickly gained recognition for its non-alcoholic beer, handcrafted with traditional methods. They were founded with a mission to create brews that are naturally low in alcohol and high in flavor. With a growing non-alcoholic beer category becoming more competitive, their exceptional brews continue to win awards and set themselves apart.

- **Objective:** Their objective was to boost brand awareness with general market and specific target audiences in Chicagoland and Columbus, OH.
- **Strategy & Tactics:** Go Brewing launched an out of home campaign featuring clever billboards and walls strategically placed near downtown districts and popular sports venues in Chicago and Columbus, OH. The edgy messaging and vibrant designs created by OUTFRONT STUDIOS promised “Beer for a Better Tomorrow.”
- **Client Success:** As their OOH program went live, Go Brewing saw significant online and in taproom activity. Beyond sales, a remarkable achievement was catalyzed by exposure through their OUTFRONT campaign. A pivotal moment came when a Costco buyer noticed their eye-catching billboards and reached out. Consequently, Go Brewing secured a lucrative partnership with Costco, significantly enhancing their distribution channels and market visibility. The ability to feature their craft beers in Costco stores marks a substantial step forward for Go Brewing, ensuring broader consumer access and fueling an upward trajectory in demand.



**CHECK OUT THE
GO BREWING
HIGHLIGHT REEL**

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.

**“Our beer is
now available
in Costco...
all because
of these
billboards.”**

—Joe Chura,
Founder, Go Brewing



OUTFRONT/