

# HENNESSY FT. MALUMA MAXIMIZES ITS REACH WITH MIAMI BEACH SHELTERS

## OVERVIEW

Utilizing **20 Beach Shelters** Hennessy was able to create a large impact on the beach. Hennessy wanted to capture Spring Breakers & Miami Locals attention with snazzy creative featuring latin pop star, Maluma and increase sales.



SOURCE: GEOPATH



## RESULTS

**20**  
BEACH SHELTERS

**6,557,101**  
TARGET IMPRESSIONS

**17.5**  
TARGET FREQUENCY

## UNDERSTANDING THE BEACH

Miami Beach is a hot spot for wealthy residents & tourists! On this long strip of land, is always packed with, creating a highly pedestrian area that also encourages use of Miami Beach buses and trolleys. With high-end audiences at the beach shopping, dining & enjoying the views, Miami Beach Shelters offer the opportunity to reach Miami's affluent population & visitors with a high frequency!

OUTFRONT//