



PREMIUM VODKA  
REBRAND ACHIEVES  
12% BRAND LIFT  
AND ESTABLISHES  
NEW AUDIENCE

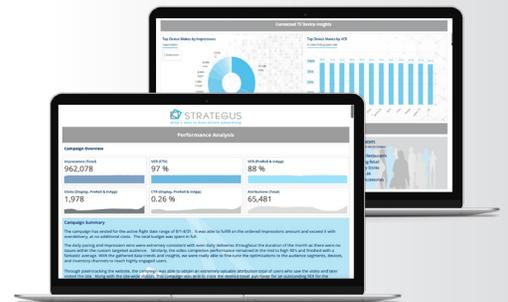
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## OVERVIEW

A famous vodka distillery gained popularity with the college crowd, but the brand was looking to elevate its profile, grow its brand outside of this market, and appeal to a more mature audience. They also launched a new bottle and rebranded the company with up-to-date creative assets to resonate with their new designated desired market.

The client had a particular audience they wanted to reach, and this new brand lift campaign was designed to establish a deeper relationship between the product and its brand name.

The distillery had already conducted market research and knew that the packaging successfully triggered purchase intent. Thus, the Strategus campaign was designed to drive brand lift and awareness to provide quantifiable data to support campaign ROI. In other words, this particular vodka company needed to know that their efforts were hitting the mark and needed complex data that they could correlate to their target audience to drive additional sales.



## THE CHALLENGE

Changing consumer attitudes towards a brand is never straightforward, especially when the existing audience is so well-established in a niche that they were moving away from.

The client's objective was to gain a more mature audience, raise awareness of their brand, and launch their new packaging concept, getting the message directly in front of their ideal buyers.

Sales, volume, and brand lift were the ultimate goals with this CTV campaign, but they needed to track media to ROI to quantify success. So, the vodka brand was looking for data on sales lift, brand lift, and foot traffic—essentially any metrics they could tie to the media that went beyond impressions or engagement—to support awareness metrics within a highly targeted audience.



### CAMPAIGN GOALS:

- Sales Lift
- Brand Lift
- Foot Traffic

## THE SOLUTION

The vodka distillery contracted Strategus for a three-month campaign that leveraged all the tools in our attribution suite! These included:

- **Encore Omnichannel Retargeting**
- **Display Ads and Retargeting**
- **Banner Retargeting**
- **Connected TV**
- **CTV Encore**
- **CTV Site Retargeting**
- **Brand Lift Studies**
- **After-Ad Influence**
- **Website Visit Attribution**

Strategus combined multiple elements such as post website visit attribution, brand lift study, foot traffic attribution, and after-ad influence into a single, easy-to-read dashboard. By doing so, Strategus provided the client with an incredible depth of data points at a glance, enabling them to track their success in real-time and communicate those results to stakeholders at all levels of company leadership.

## THE SUCCESS

At the end of the campaign, the results exceeded the client's expectations in every way. Strategus managed to achieve over 12% brand lift for this established distillery! Tracking these metrics and providing the client with quantifiable results surpassed their projected ROI, putting the brand right where it needed to be in a very concise period of time.

### BY THE NUMBERS:

- **12.2% Brand Lift**
- **4 Million+ Impressions**
- **99% Video Completion Rate**
- **1.677 Total After Ad-Influence Attributions**
- **13,185 Total Foot Traffic Attribution Visits**

Based on the success of this engagement and the depth of attribution products they received, we have learned that the distillery is sending a new RFP our way. We look forward to helping them shake up more excitement in the alcohol beverage space as they continue to build on the brand equity gained!



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