

Situation

Global Beer company was looking for a new way to reach new audiences and drive in store sales for one of their lower valued beer brands.

Action

Created a series of online videos called "Hey Pass Me A Beer" showing two "regular guys" trick shot passing beers to each other. These videos were shared with targeted influencers and media outlets world-wide as part of a PR campaign. The videos were picked up by national and international outlets leading the video series to become the most successful campaign in company history. The success of the videos led to video launch events within key markets across WI and MN. These launch events were to showcase new videos and create new organic content for the brand.

Results

- Over 100MM video views through influencer channels
- Event sell outs at key accounts in targeted area of WI
- Retail sales growth of 500% during video push
- Strengthened relationships with key accounts