

iab.



The IAB Digital Mixology Playbook

Commissioned by the Interactive Advertising Bureau (IAB)

Authored by Theresa Howard

JUNE 16, 2014

What's Inside

Introduction	2
A quick look at the focus and intent of the report	
State of the Booze Business	3
An overview of the alcoholic beverage business, how it markets and where it spends its money.	
Digital Defined	6
An exploration of what digital means and how to best define it going forward.	
The Marketing Opportunity: Multi-Platform, Mobile and Millennials	10
A look at how the next generation of 21 and over use and consume digital mediums.	
A Recipe for Liquid Creativity: Mixing Up Some Good Ideas	11
A look at the ideas and results for some of the best spirits, wine and beer digital programs we found.	

Introduction

Few industries provide the opportunity to create, engage, socialize and inspire as much as the alcoholic beverage industry. Who'd have thought that adding orange to vodka, citrus to rum, or honey to whiskey, could create entire new sales categories? Who doesn't love a good wine or scotch tasting or beer festival to meet other passionate aficionados? Who doesn't say let's meet for a drink? And, of course, who doesn't love to sit with friends and colleagues to think, extol and ponder over ideas with a cocktail in hand?

Let's admit it, creativity is no stranger to a cocktail. Just think about such classic combinations of Hemingway and a Mojito or Fitzgerald and gin. So it is not unusual, sitting at the Cannes Lions International Advertising Festival, that we're on the cusp of one of the most transformative times for two industries – something we like to call "Liquid Creativity." In fact, witticism aside, this paper pivots off of last year's IAB Cannes Lions session theme of "Liquid Creativity," defined as ad creative that spans across media channels, using a variety of canvases to tell brand stories.

While this creates endless opportunities for the alcoholic beverage industry, it's been slow getting there. The regulatory nature of the business requires marketers to adhere to strict, self-policing guidelines. And it only recently got the OK to advertise on network TV at a time when its biggest consumer base is deeply entrenched in digital. While the digital trend has pushed a few brands to be early adapters and pioneers in the "Liquid Creativity" space, more and more marketers are trying to gauge the landscape and how to perform in it, accelerating more change over the next few years than the booze business has seen in decades. So how are marketers, agencies and publishers making the best use of the tools at their disposal? How are they doing and what can you learn from it?

Welcome to The IAB Digital Mixology Playbook, where we've interviewed experts and researched the trends to highlight great digital ideas for a most social industry so you can use them for today's social-sharing, digitally-focused consumers. Give it a read, enjoy and learn from it. Then be inspired and act upon some of the ideas. Cheers!

State of the Booze Business

Straddled with regulatory and distribution constraints, the alcoholic beverage business is at a crossroads as it faces a dynamic new digital market led by Millennials, while the industry allocates a bulk of its budget to TV. Nielsen predicts that by 2021, Millennial consumers will make up 40% of Americans 21 and older. Alcoholic beverage marketers want to be there to welcome them and the ways they shop.

“Our industry is going to change more in the next five years than it has in the past 50 years,” says Tim Murphy, Tim Murphy, vice president, digital and media, Pernod-Ricard, USA. “Shopping habits are changing. Our ability to target and our ability to deliver content in a more personalized way is changing.”

Murphy says that current and emerging technology will help the company achieve its mantra to “deliver the right content on the right device at the right time.”

With a user base that continues to catapult technology into higher usage realms, the only thing that could hold back the industry is the industry. Not known for its nimble operating style, the industry:

- Must comply with responsible marketing standards to keep out of reach of those under the legal drinking age of 21; 71.6% of its audience, no matter what medium, must be over 21.
- Has to rely on a three-tier distribution network that precludes it from selling directly to customers or even directly to the stores and bars that sell its products despite wineries getting the OK nearly 10 years ago to sell over the internet.
- Only recently got the government clearance to advertise on TV networks at a time when its core user group is spending less and less time with TV.

Spirits got the go ahead for TV advertising in 2012 and, accordingly, television accounts for 39% of the industry’s \$2 billion in ad dollars, according to tracker, Kantar Media, while digital accounts for just 4%. Since 2000, players have made double digit cuts to traditional media while brands like Bacardi have reallocated 15% of its total budget to digital.

SPIRITS U.S. ADVERTISING SPENT BY CHANNEL

2000 vs. 2012 (U.S. Dollars Millions)



Source: eMarketer, August 2013; Distilled Spirits Council, February 2013

While digital spending is still relatively small, it's growing for publishers like Thrillist, the popular web site and daily email blast of all things food, social and cocktail culture. With more than 10 million readers, Thrillist, and others like it, hope to capture the shift in dollars.

While TV has lured alcoholic beverage brands because of high CPMs, digital delivers beyond audience figures. "We specialize in custom content and native advertising. We create something that's not just slapped in there and that means they have to do fewer, bigger programs," says Jody Rones, vice president of sales, Thrillist.

Digital ad guidelines, created in 2011 by industry group Discus with input from agencies, marketers and regulators, provide the benchmarks for how and where to advertise. They call for 71.6% of the audience to be "reasonably expected" to be 21 or over, include a social responsibility message in all its content and highlight specific language that any content that is intended to be shared should only be shared with others who are over 21.

"The biggest challenge is the same as in all media – making sure that our placements are age compliant," says Jackie Woodward, vice president, marketing services, MillerCoors. "We have worked with all of the major platforms to institute age-gating software and were the age-gate pilot company for MySpace, Yahoo, Facebook and Twitter."

Some of the tools that marketers can use are a 21 and over filter on Facebook so that outreach to followers is limited to those who are 21 and over and social responsibility messages throughout social media channels.

But while compliance standards are the same across the board, digital differs in how it's measured and when it's used. Marketers need to make the most of each platform, balance ad dollars and optimize messaging throughout each in order to have better impact and stronger ROI.

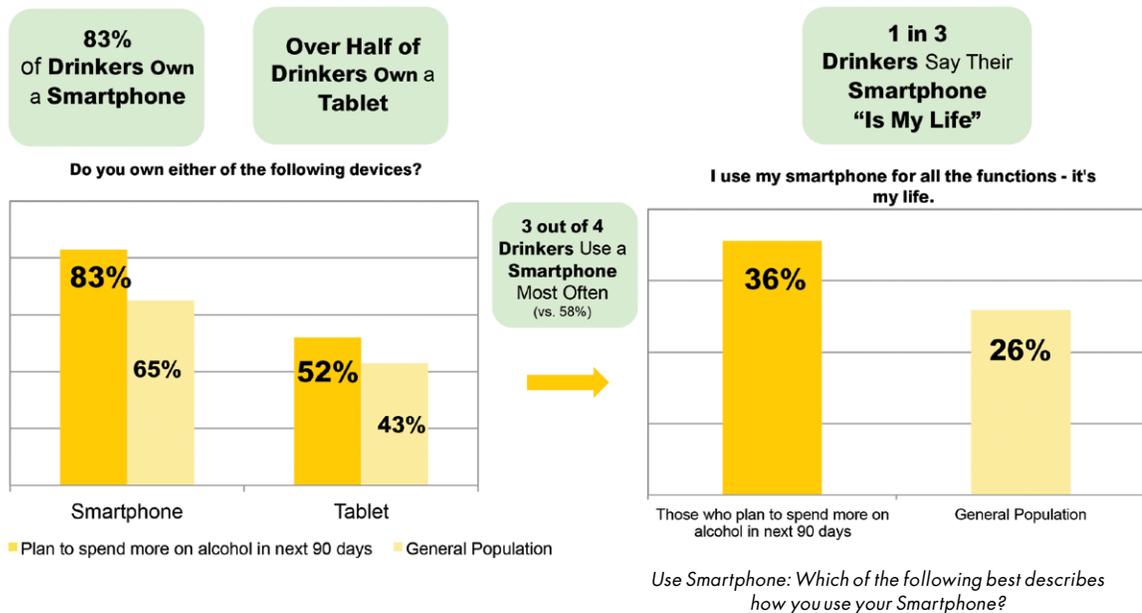
MillerCoors defines digital as internet, mobile, web, search and banner and is upping its marketing in those areas. "We use it to reach beer drinkers with the right message, at the right place, at the right time, and we use paid, owned and earned media to achieve that," says Woodward. "And we, like most consumer marketers are putting increasing emphasis on "video" not "TV" or "Online."

Yet, many see mobile as the holy grail of digital. "The general sentiment is acknowledgement that they need to do more in mobile," says Steven Rosenblatt, chief revenue officer, Foursquare. "They realize that driving the digital desktop world is less relevant for them as they connect to a consumer where a product is being sold.

And the numbers show that mobile devices may be the best devices yet to reach consumers in that last mile. In fact, mobile and alcohol go hand in hand for this generation. Those adults who plan to spend more on beer, wine or alcohol than the general population are more likely (83%) to own a smartphone than the general population (65%).

DRINKERS ARE HEAVIER MOBILE USERS

Those who plan to spend more on beer, wine or alcohol in the next 90 days are more likely than the General US Adult Population to reach for a smartphone and to rely on it.



Source: IAB analysis of data from Prosper Monthly Consumer Survey, April 2014 (Mobile focus).

General US Adult Population refers to Adults 21 or over. Drinkers refers to US Adults 21 and over who are planning to spend more on beer, wine or alcohol over the next 90 days.

And sometimes it doesn't matter whether the device is on the go or at home. For wine giant Constellation, "our 2013 research indicates that wine consumers spend 22 hours each week online" says Karena Breslin, vice president Digital Marketing, Constellation Brands. That's helped drive the company's decision to put about 15% of its total marketing spend to digital.

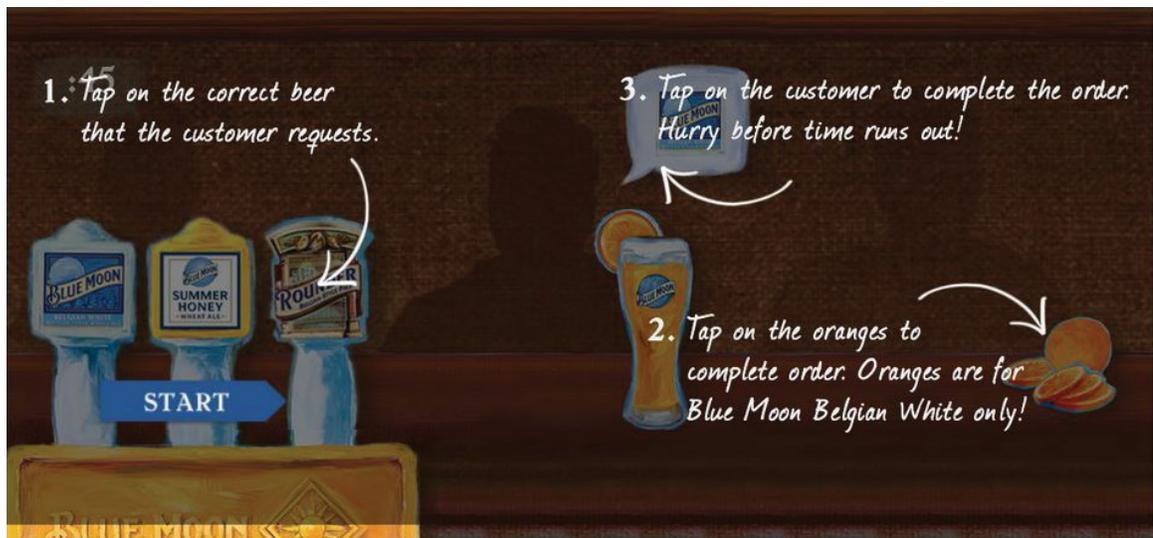
Digital Defined

Digital used to just stand for data for alcoholic beverage marketers. It wasn't necessarily pretty but it sure was informational. But as creativity and digital merge, creatively designed digital with some utility spurs more engagement and stronger results.

"The data we're able to provide back to advertisers after a campaign is age breakdown and click-through information or demographic and psychographic information about the customer," says Elyse Estrada, global director, client services, Foursquare. The company recently introduced place-based banner ads and has already lured names like Blue Moon Brewery and Captain Morgan to use them.

"We can see who [customers] are and where they are and just when they're about to place an order with the bartender, send them a message," says Estrada.

One Blue Moon program targeted people at the office for happy hour and encouraged them to get out for a drink in their neighborhood. Another reached, a bar tending game, went out to people who might have been waiting for their mates or a date at a bar. A current program with Brown-Forman's el Jimador tequila has created a "Watcher's Guide" for the World Cup so that fans can find other like-minded fans to watch the World Cup at venues that serve el Jimador. "We can tell them the actual physical places where people engage with their ads and the actual physical engagement that their brands have with consumers," says Steve Rosenblatt, chief revenue officer, Foursquare.



While that embedded information may not be appealing to Edward Snowden supporters, marketers say it's just part of the experience for today's consumers.



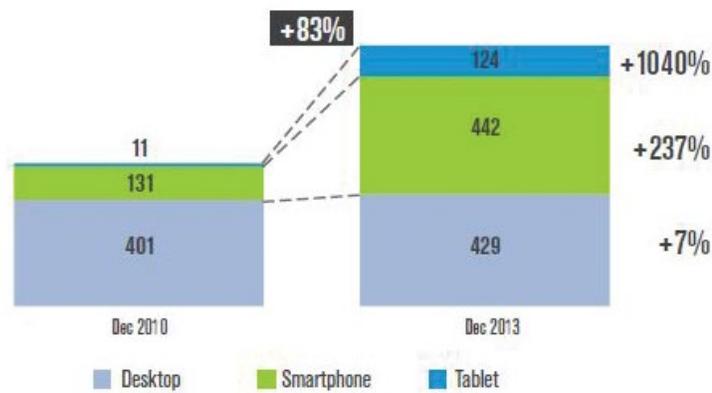
"The way we look at Pernod-Ricard USA, our brands should always be at the center of a very positive social experience in a bar, amongst friends," says Afdhel Aziz, Absolut's brand director. "If you can match your digital experience to that you have a very powerful starting point. The digital layer around it enhances my enjoyment or compels me share it with others. That's really the beauty of a spirits brand – to create those convivial moments that bring people together."

And, it is even better if you can bring those people right to your product. Pernod was one of the first brands to utilize the geo-location based Shopkick app across its brands. Based on mapping, the app would direct people to Pernod brands in supermarkets. “Ultimately it’s about conversion,” says Murphy.

So, exactly what is digital these days? “This is the part where the industry is still feeling its way around this space,” says Eric Alpers, vice president, strategy and partner, Sid Lee, which currently does work for Absolut and in the past has done work with Diageo and Bacardi. “Digital far too often means crappy display units and buying. There’s this massive potential for engagement that’s not being exploited properly.”

According to IAB, digital is defined as anything that spans search, video, mobile and Internet. But the very definition is fluid and it’s being redefined daily. Until recently, many considered their brand web site “digital.” More recently, however, tablets and mobile have come to represent digital and that will continue to change as websites, mobile, video, gaming and related content represent more multi-platform approaches since consumers don’t use just one device. Just last April, for instance, multi-platform users, folks who use both mobile and desktop devices, became the majority of the digital population for the very first time and represented 56% of users by the end of 2013. And time spent on digital devices continues to grow too: up 83% in 2013 vs. 2010, according to comScore’s U.S. Digital in Focus 2014 report.

TOTAL U.S. TIME SPENT BY DIGITAL PLATFORM (BILLION MINUTES)

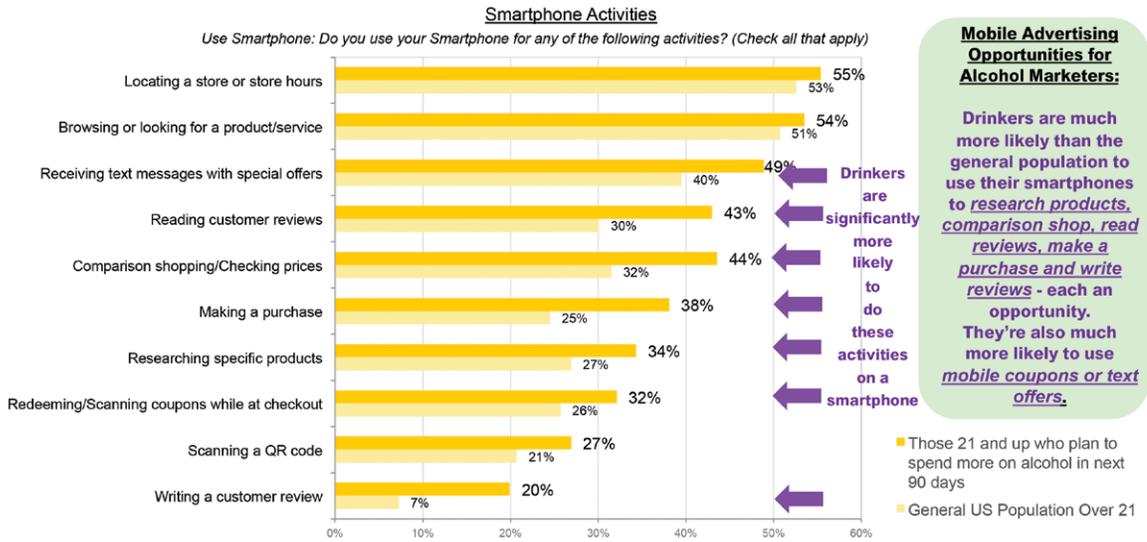


Source: comScore Media Metrix Multi-Platform, U.S., December 2013

Those numbers will only continue to grow especially as smartphones, with 65% penetration, and tablet adoption continues to expand. Smartphone users grew 24% to 156 million in 2013 vs. 2012 and they’re used for everything. Consumers 21 and over who more likely than the general population to purchase alcohol over the next 90 days are more likely (49%) vs. the general population (40%) to read offers sent via text message and more likely (38%) than the general population (25%) to redeem or scan coupons at checkout.

DRINKERS ARE MORE LIKELY TO DO ANY SMARTPHONE ACTIVITY

They're significantly more likely than US adults in general to use their phone to: research products, comparison shop, read reviews, make a purchase, write reviews, use mobile coupons or text offers.



Source: IAB analysis of data from Prosper Monthly Consumer Survey, April 2014 (Mobile focus).

General US Adult Population refers to Adults 21 or over. Drinkers refers to US Adults 21 and over who are planning to spend more on beer, wine or alcohol over the next 90 days.

Alcoholic beverage marketers need to catch up and define digital based on its own marketing initiatives and the way consumers use it. For many, digital started with making their age-gate more user-friendly and accessible and still compliant. Unlike many other brands, alcoholic beverage marketers start their first interaction with consumers with a barrier, one that confirms that the user is 21 or over. When R/GA helped Grey Goose address its age-gate two years ago, it helped boost site traffic by more than 200% and pave the way for a social strategy to launch Cherry Noir in 2012.

"The age gate was so broken you couldn't even get into the site," says Ken Erke, executive creative director, R/GA, Chicago. "They needed a complete rebuild so we took we rebuilt the site and set them up with a social ecosystem."





Once the brand was digital-ready, they followed with #HotelNoir, a visually driven social push on Instagram and Pinterest to launch Grey Goose Cherry Noir. The brand handpicked established Instagram personalities and asked them to shoot and post pictures around the #HotelNoir theme. A sexy video that ran on YouTube help inspire the photos taken and posted on Instagram and built awareness for the program and the brand. The program yielded 118.8 digital impressions and 1.6 million video views from syndication.



Source: comScore Video Metrix, U.S. Desktop, December 2013

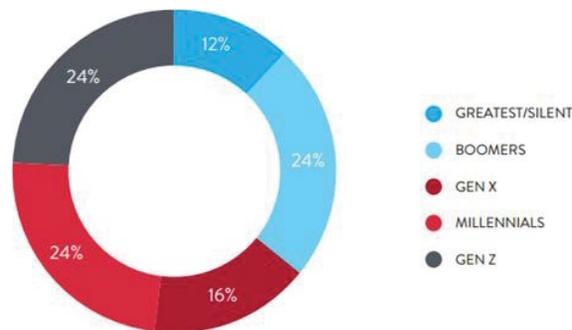
The Marketing Opportunity: Multi-Platform, Mobile and Millennials

No generation is more ready for the digital marketing world than the industry's biggest consumer base. Millennials, currently aged 21-34, will make up 40% of the American population 21 and over by the year 2021. Today, those who are 17-36 are 77 million strong. Why Millennials and boozy brands are a perfect fit:

- Millennials like choice. They have a propensity to explore and try new and different products. It's no wonder. More than any other generation before it, the Millennial generation has grown up in a world with hundreds of choices and flavors for everything from shampoo and cereal to coffee and pasta.
- Millennials are mobile. They were born directly into a new era of technology between 1977 and 1995. More than 80% say they sleep with their mobile devices.
- Millennials enjoy a drink. According to Nielsen, Millennials, compared to the general population, are more likely to trade back up to more expensive alcohol beverage brands as the economy improves. In addition, IAB/Prosper Insights research reveals that Millennials comprise 55% of the adult population that plan to spend more on liquor, wine or beer in the next 90 days.
- Millennial love wine but while they account for less than double digit sales in the sector their purchasing power and interest in pricier wines is expected to increase. For now they're happy with emerging varieties, the boxed set and \$10 bottles.
- An industry that is social in the real world is colliding with a giant consumer segment that is social in the virtual world, sharing and posting nearly every facet of their life to friends.

Millennials, in fact, are so intrinsically connected to devices, that they rank "technology use" as the single biggest attribute that makes their generation unique. Baby Boomers, however, define their "work ethic" as the most defining attribute of their generation.

POPULATION BY GENERATION



Source: Nielsen Pop-Facts, 2013

The audience makes geo-targeting a natural for the liquor business and publishers like Thrillist are happy to oblige with programs like its Annual Martini Week. The 5th annual, sponsored by Bombay Sapphire, helped boost martini sales by 230% at the more than 15 accounts over a two week period in February.

"We offered deals and a special version of a martini for two weeks," says Thrillist's Rones. "We innovate on it each year and this year we added a mobile mapping tool so you could choose your location and share it with friends." The app was available for mobile and on a url.

Just how thirsty is this generation for interactive, relevant digital communications timed to their after-work or nightlife moments? Very. And that's why advertisers are putting more behind those types of messages. At Foursquare, ad revenue from spirits is up 600% for the two quarters in 2014 vs. all of 2013. And the ads have a 40% higher click through rate than other ads and a 10% higher save rate so people can go back and check out the ad later.

A recipe for Liquid Creativity: Mixing Up Some Good Ideas

So what are the trends among the in-crowd and those who are getting digital right in the liquor space? We culled through hundreds of articles, reports and conducted first-hand interviews to highlight the hits that we found around the globe. We even found one firm that ranks a brand's digital IQ by taking a comprehensive look at its entire digital ecosystem.

For the second year, UK-based firm L2ranked the top spirits brands based on a weighted collective of a brand's Web site's effectiveness, digital marketing, mobile and social media.

THE METHODOLOGY



In looking at these rankings, evaluating other work and talking with the pros, we discovered that successful digital ads addressed each of these buckets. And we identified the play-by-play to help you create your own using the right mix of science and creativity.

Rules of Engagement

Understand. Recognize the occasion, the audience and the content and make sure each is contextually relevant to each other. Recognize how to provide utility as part of your digital program.

Create. Make something so remarkable that people want to share it. Exceptional content will be shared but people also want to share something that is a reflection of them as individuals.

Customize. Tailor your content not only for your brand objectives but also for customer utility around the moment, topic. And make it easy for them to participate by doing all the back end work so the front end is simple. Have layers of customization, but not too many, to fill people's needs.

Engage. Don't stop with click-throughs and views. Create a digital experience that has a real-life component and vice versa. Actual experiential marketing provides organic content that should naturally be shared and socialized.

Measure. No matter what the program measure the results and compare them against benchmarks so you can improve for the next round.

Repeat. Once you've tried a program, recreate what works, optimize, and get rid of the rest.

Case Studies

Then we looked at the multi-platform campaigns across various consumer genres to see how they fared through this lens. While there are hundreds of great examples out there we tried to identify those programs that capture a cross-platform approach. More than any other media segment, digital should be looked at holistically. Digital is unlike its peer mediums because it's the big colorful connective means to help you build your brand using various access points – smartphones, tablets, laptop computers, outdoor – and appropriate content– video, audio, social streams – at those points. While we considered many ways to categorize the work, we took an old-school section approach that's not unlike a newspaper's sports, weather, music and entertainment sections sprinkled with some newer additions like gaming and social. We didn't think we needed to recreate the wheel to talk about how to recreate the wheel.

SPORTS

Whether it's basketball, tennis, or football of the American or global kind, sports provides the passion, audience appeal, and appropriate group-viewing occasions to mesh alcoholic refreshment and digital. Watching sports digitally or using digital to bring groups together for sports captures all trials, tribulations, battles, glory and defeat that TV provides. And like TV, it has audience appeal. Sports is one of the top-rated subjects when it comes to watching videos and has a high level of interaction.



Brand: Jack Daniels
Work: Honey Hysteria
Agency: Universal McCann and FCB, Chicago

For the third consecutive year, Brown-Forman backed its sponsorship of the March Madness NCAA tournament with an interactive sweepstakes that drove loyalty, awareness, sales and awarded prizes to the most engaged fans. The push began with an email blast to 80,000 consumers to enter the sweeps. Paid media on various sports sites including ESPN and CBS Sports helped reached fans. "We really like homepage takeovers because we can go close to where the fans are," says Casey Nelson, senior brand manager, Jack Daniels Flavor Portfolio. "But we also like mobile takeovers because people are at work trying to see the upsets and get the analysis." Throughout the program the brand implemented multiple touch points including in-store interactions, emails, hashtags as reminders to participate throughout, especially as prizes rewards got bigger throughout the tournament.

The results: Compared to Year One, consumer entries were up 450%, unique visits were up 330% and entries per person climbed 140%.



Brand: MillerCoors
Work: Fantasy Football Smack Talk
Agency: DigitasLBi

MillerCoors leveraged its role as the Official Beer of Fantasy Football by partnering with Yahoo to create customized banner ads. Friends could create ads with various smack talk lines and current team stats that would appear as ads in their rivals' computer screens.

Lines like "I admire your commitment to mediocrity" or "Hard to imagine your team getting worse but that trade just did it" tapped into the true sentiment of smack talk. They could also share the banners via Facebook or an e-card. The program won an IAB MIXX Award for its results.

The results: 32-second engagement with each banner ad; 463% higher interaction rate than the industry average and 1.1 million smack banners sent.



Brand: Heineken
Work: Keep it Legendary
Agency: The Vidal Partnership

As part of a promotion to bring friends together to watch the UEFA, Heineken created an app called the Fever Keeper that once uploaded would block news about game updates so that folks in the U.S. could watch the games unbridled later in the day despite the time difference. The program scooped an IAB MIXX Award and is part of a series of interactive

digital program by Heineken, which culminated with a Foursquare check-in program that helped Barcelona fans find other Barcelona fans at bars airing the final rounds of the game.

The results: 5,000 events created, 75,000 pages blocked and 133 million impressions worldwide.

WEATHER

Because weather makes for easy conversation, life, two beer marketers used it in seasonally and geo-appropriate applications in digital programs. With the built-in technologies behind weather apps, maps and updates, weather became all that people could talk about for Murphy's in Cork, Ireland.



Brand: Murphy's
Work: When It Rains, It Pours
Agency: Publicis, Dublin

To counter Budweiser's app that lowered beer prices in Ireland as temperatures rose, Murphy introduced its own "When it Rains, It Pours" app in 2012 and brought it back in 2013 for a repeat performance. Whenever it rained in Cork city and throughout the county, folks could claim a free pint. A video with a Murphy's spokesman, mocked the Budweiser video promotion scene-for-scene. The giveaway drove people into pubs

to claim their pint and, of course, socialize it with friends.

The results: More than 20,000 downloads along with an All Ireland Marketing award and a Bronze in the mobile category at the Cannes Lions International Advertising Festival last year.

MUSIC & ENTERTAINMENT

Nothing says Millennials like music and entertainment. And nothing says music and entertainment like a top tier liquor brand sponsorship. Music and entertainment is second only to sports when it comes to sponsorship dollars, racking up \$1.97 billion in revenue in 2013, according to IEG Sponsorship Report. Digital support alongside a blockbuster experiential initiative is a natural way for awareness building, social share and in this case VIP consumption.



Brand: Absolut
Work: Transform Today
Agency: Sid Lee

Building on its long history of partnering with artists, the brand has recently begun to partner with artists of all types of genres, including graphic artists and performers like Lady Gaga. For the music maven, the partnership includes social, a 20-foot Absolut VIP bar fixed right into

the performance stage. Getting a seat at the bar is dependent on what consumers post regarding ways that they may be helping to transform the world. Posts with Lady Gaga’s 65 million Facebook fans are targeted only to those who are over 21. “It’s a really nice way of taking social ecosystem and tying into an actual experience, which is a chance to be up close and personal with Lady Gaga,” says Absolut’s Aziz.

The results: Campaign in progress.

GAMING

Brand: Blue Moon
Work: Blue Moon: Test your bartending skills
Agency: Xtopoly



Dates or friends just killing time as they wait for their mates to arrive were alerted to a place-based ad by Blue Moon that invited people to play a game of mixology while they waited in bars or restaurants. The game provided trivia, pouring skills, ingredient ideas and social skills to test a player’s skill on the other side of the bar just moments before they placed their order at the bar.

The results: Player engagement exceeded benchmark projections.



Brand: Big Boss Brewing
Work: The Last Barfighter
Agency: McKinney

What better place to showcase and sample a beer than at beer tasting events where everyone is 21 and eager to try new things? McKinney and Big Boss Brewing developed an old video game that became both the means and mechanism to sample its beer and became a hot piece of video in the process. Players took each other on in live one-on-one

matchups in which crowds would cheer on their favorite player who could tackle evil in a 2-D bar using a joystick and quick wits. "It becomes a spectacle in and of itself with 20-30 people watching the players play," says McKinney's chief innovation officer, Jim Russell. The reward for players: a cool draft for both winner and loser. The payoff for client and agency: a demonstration video helped build buzz, awareness and participation.

The results: Launched with just three Tweets, Beercade has won Bronze Lion and IAB MIXX Awards. Site traffic to bigbossbrewing.com increased 400% and daily page views increased 254%.

SWEEPSTAKES AND SOCIAL

Sweepstakes and contests have been a mainstay in the alcoholic beverage marketing since the end of time. But now, marketers are showing digital prowess by pegging on-premise events, sweepstakes in social streams and experiential marketing all wrapped into one.



Brand: Malibu Rum
Work: Marooned on Malibu Island
Agency: Deep Focus

The flavored rum brand juiced up a summer program when the brand team infused a Maroon 5 summer music tour sponsorship with supporting marketing throughout multi-platform and channel executions. People could nominate their city to host Maroon 5 at a private concert at the end of their tour. The nominations appeared on a heat map to showcase those areas that had the most nominations. Helping drive awareness was a series of videos with Maroon 5 front men, Facebook posts on the band's wall, in-store displays with SnapTag that led people to the url and on-premise materials that flagged the promo. The program was such a hit that Malibu signed on as the title sponsor for the OneRepublic tour. Based on learnings from Maroon 5, the brand will feature many of the same elements but will change up some including: doubling the number of postings on the band's Facebook page, expanding video messages to play across paid ads to boost awareness and hosting a private concert in Las Vegas for the most engaged fans.

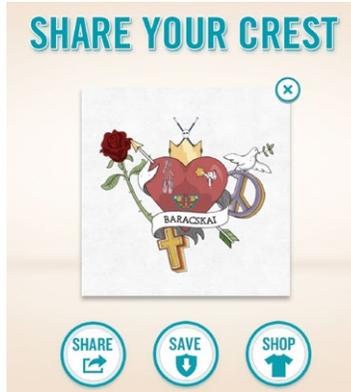
The results: Grow Facebook fan base to 2.1 million from 400,000 and secure 334,000 nominations.



Brand: Bravha Beer
Work: JackFlush Bravha
Agency: El Taier/Tribu DDB

Bravha Beer installed video slot machines equipped with a sensor directly over urinals in bars in order to encourage men to flush. The directions: Pee, Flush, Win. And when they flushed they won Bravha premiums that they could redeem when they texted their winning code. The program created social buzz, engagement and most importantly shifted behavior so that men flushed.

The results: A Silver in the mobile category at the Cannes Lions International Advertising Festival last year.



Brand: Gallo
Work: Family Crest
Agency: BBDO

Winemaker Gallo is trying to be in lock-step with Millennials taste for wine that’s less hoity and haute and more accessible. The wine house, home to the country’s biggest brand Barefoot, uses videos showing friends and family

enjoying fun times at a bowling alley, hair salon or plunging into an icy cold lake. It also created a namesake brand with a simple interactive game that lets people make their own family crest.

The results: Campaign in progress.



Brand: Constellation Brands
Work: Social Media
Agency: Hello, Vino

Leveraging an engaged audience and point of sale possibilities, Constellation has worked with Hello Vino since 2011 for specific seasonal programs and ongoing advertising on native options. The app sponsorship includes an interstitials that features on-focus wines on a weekly basis, with location-based push notifications sent to consumers in key markets. Since working with Hello Vino the wine company has reached 400,000 customers. And users of the app are wine happy – 60% app users consume wine on a weekly basis. “The digital landscape provides us a tremendous opportunity to reach our target consumer in a very efficient and effective manner,” says Breslin. “Wine consumers spend more time online than they do with any other form of media and it has proven to be an effective means by which to drive sales and build brands.”

The results: 23.7% of Hello Vino users who engaged with our brands then purchased an average of 2.2 bottles of our featured wine, with 42.8% indicating intent to purchase at a later date.

SMALL SCREEN ENTERTAINMENT

MTV may be rethinking its decision to stop airing music videos since video is the single fastest-growing digital format in the world, according to eMarketer. And music videos continue to resonate with Vevo and Warner Music, almost exclusively music videos, consistently rank among the top 10 monthly sites, according to eMarketer. Thanks to artist collaborations with spirit brands, growing acceptance of product placement and an audience ready for anything, music video continues to experience strong growth.



runway models in over the top fashions as they cheered greyhound robots race through the Bonneville Salt Flats. The over-the-top video was such a hit that it led Absolut to sponsor the Swedish House Mafia after the music video aired.

The results: 35 million views.

Brand: Absolut
Work: Greyhound
Agency: TBWA\Chiat\Day

The legendary client/agency team spawned a video music with Absolut Red product placement, Swedish House Mafia as the music and Absolut Greyhound as the featured drink. The setting at a futuristic greyhound race showed oodles of



The results: 42 million views.

Brand: Johnnie Walker
Work: The Man Who Walked Around the World
Agency: Bartle Bogle Hegarty, London

The Diageo-owned brand virtually made a mini-movie about the history of Johnnie Walker. A six-minute digital film features actor Robert Carlyle in the piece that first ran in 2009 but continues to entertain as the cornerstone of the Johnnie Walker site.