

## Serving Growth “Straight Up” for Alcohol-Free Aperitif Brand, Ghia



### CAMPAIGN NAME

The Drink for When You Don't Want to “Drink”

“Adgile is a great way to rise above the noise and really make you stand out, IRL! We've had so many people come up to us and excitedly say they've seen "our trucks"! We love getting tagged by our community when they spot the trucks. The best part about Adgile is that it's really flipping OOH advertising on its head - even though the consumers see the attention-grabbing trucks pass by, there's a lot of tech going on behind the scenes and the data we get is just as accurate as anything we can track online. Plus, their team is A++” - Melanie Masarin, founder of Ghia

### THE SITUATION

Non-alcoholic aperitifs and mixers have experienced significant growth in the past several years and are expected to grow 31% by 2024, according to the IWSR. This market attracts consumers that seek the cache of enjoying artisanal and traditional cocktails without the alcoholic impact.

Ghia was seeking creative ways to break through the clutter of a crowded-and big-budgeted- adult beverage market all while managing customer acquisition cost (CAC).

After partnering with Adgile in 2021 and exceeding its goals in New York City, Ghia reconnected with Adgile to support its launch in Los Angeles and Chicago markets.



### THE KEY CHALLENGES

- Ghia had a limited advertising and promotional budget.
- The brand was expanding its playbook beyond DTC and getting into retail. Ghia needed to ensure its retail launches were successful in Los Angeles and Chicago.
- The non-alcoholic market was still being outspent by traditional alcoholic brands and more established aperitifs. Ghia needed to find a way to be heard and amplify its brand awareness.

### THE SOLUTION

Ghia partnered with Adgile to launch a 5 truck campaign in Los Angeles and Chicago for 12 weeks.

### THE KEY OUTCOMES

- Immediate boost in brand equity: Adgile’s Virtual Fleet and Asset Selection Process presented Ghia as a large, memorable, and reliable brand. Ghia achieved:
  - o 78% homepage visit lift
  - o 91% conversion lift
  - o 82% lift on their “Find Us” page
  - o Lower cost-per-visit at \$2.24
  - o Increase in brand awareness and recall, +75% over the competition



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“IMPACT” of OOH Media.