

From Small Voice to Big Results: How VIDE Elevated its Brand with Adgile



CAMPAIGN NAME

VIDE Beverages Toasts Performance with its Adgile Media Group Partnership

“Working with Tom and the Adgile team has been not only a pleasure, but instrumental for growing our brand. The Adgile team is an extension of the VIDE team, allowing us to grow brand awareness and increase brand exposure in our major markets in a professional, scalable and affordable way. It's been amazing to watch our companies grow together.” – Ryan Laverty, founder of VIDE

THE SITUATION

VIDE is a spirit-based, zero-sugar beverage brand for the self-aware consumer. The company uses carbon-neutral processes to manufacture its end products. The founder aimed to produce and deliver a beverage that could compete with the hard seltzer category but with better quality ingredients and transparency.

The hard seltzer market has had a proliferation of new entrants, many with big-name brands associated with them (e.g., Bud Light, Corona, Ketel One) and with huge advertising and promotions budgets. For VIDE, breaking through the noise was going to be a challenge.



THE KEY CHALLENGES

- VIDE was a small, new brand with limited market awareness and was seeking to gain a foothold in a crowded category.
- With alcoholic beverages, retail distribution is a must for brand sampling-liquid-to-lips experiences-which is driven by customer demand. VIDE needed exposure.
- VIDE also wanted to announce its partnership with the New York Islanders hockey team. They needed an effective way to establish brand authority while promoting their partnership with the Islanders.

THE SOLUTION

VIDE worked with Adgile to launch a 12-week, truck-side campaign in the New York City metropolitan area.

THE KEY OUTCOMES

- VIDE experienced a 7.1 frequency rate of truck sightings and a high rate of connectivity as a result of Adgile’s psychographic profiles and VIDE’s target consumer segments:
 - Fashionistas
 - Celebrity-obsessed
 - Fitness-minded
 - Organic Shoppers
- Significantly outperformed the industry’s average client through-rate at .62% vs. .48%
- By utilizing Adgile’s 30-foot-long, eye-level, mobile billboards, VIDE:
 - Executed a beautiful three-sided creative campaign that illustrated the true VIDE lifestyle.
 - VIDE implemented a second, separate campaign to announce its official partnership with the New York Islanders hockey team.



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“IMPACT” of OOH Media.*