

ADGILE

MEDIA GROUP

When Snoop Needed Distribution Muscle, He Called Adgile



CAMPAIGN NAME:

The New York City launch of INDOGGO Gin

THE SITUATION

The leadership and marketing team of the Prestige Beverage Group, was seeking to launch their new-to-world mixable Gin 'INDOGGO', and partnership with media icon Snoop Dogg, in the highly competitive, and lucrative Metro New York City market. The leadership team was big on OOH media, but with limited marketing/media dollars, they were concerned about being able to afford deep market penetration into specific, densely populated pockets of New York's five boroughs, areas where the main target consumers lived. OOH space was not readily available and was proving to be costly in the aggregate. Concern was expressed that a limited area buy (like Manhattan only) would prove ineffective.



THE KEY CHALLENGES

- The Brand needed to reach large segments of diverse target consumers that were spread out throughout the major boroughs that make up New York City, NY.
- The Brand had limited dollars to allocate against a market launch, so efficiency was key!
- The Distribution partner was not an established player in the NYC metro area, so OOH also had to help generate retailer interest and belief in product worthiness to be stocked and carried in inventory.
- How can you break through the NYC Metro market media clutter with limited dollars?

THE SOLUTION

- Adgile Media Group designed a multi-tiered/multi borough campaign, driven to have high showings at peak travel times, in key market locations where consumers were known to be commuting to/from home and work. This allowed for maximum visibility. This was further planned with oversight into key purchasing dates (Wednesday, Thursday, Friday) and in areas that were populated by a quantity of local retailers.
- Eye-catching creative, featuring media icon Snoop Dogg was produced, using Adgile *Ultravision* production techniques.
- Adgile trucks ran major routes through the key areas of Brooklyn, Queens, Manhattan, and the Bronx for three months.

OUTCOMES

- Overall INDOGGO brand consumer awareness and trail targets achieved.
- Distribution performance exceeded plan and drove incremental holiday 2021 sales volume.
- Website and Social Media chatter increased significantly.
- Desired client outcomes achieved (proprietary). With client testimonial of "Now let's plan a market expansion in 2022."



Adgile Media Group.
Revolutionizing the
"IMPACT" of OOH Media.



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