

# TESTIMONIAL Indio Beer



## Received hundreds of entries through their Facebook Gallery

*Indio launched a contest where artists 25+ throughout California, Texas and Illinois were encouraged to send an original artistic piece exhibiting their individuality and how they “Do Their Thing” by posting it on the Indio Beer Facebook page. They received hundreds of entries that were repurposed as artwork for their next billboard campaign.*

### Age Range

Adults 25+

### Media Mix

Static Billboards

### Market

Chicago  
Houston  
Los Angeles

### Objective

Indio Beer sought to stray from the traditional and opt for a newly inspired campaign utilizing artwork from their beloved fans.

### Rationale

When selecting its creative approach, the company decided there was no better place to obtain unique and brand-defining creative than from those who understand their product the most — the consumers.