

TESTIMONIAL Applejack Wine & Spirits



Audience: General 21+

Media Mix: Bulletins

Market: Denver

Objective: Drive brand awareness of Applejack, communicate about our free delivery program and increase revenue at applejack.com.

“Applejack continues to have high awareness in the market place – when polled through a recent study, 51% remember seeing the billboards.”

Year-over-year deliveries continue to increase by approximately 30% and online revenue showed strong growth of 20%. Our “applejack” search term was one of the highest searched words which we directly correlate to seeing the billboards.

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*Tracy McInnes
Applejack Wine & Spirits, CMO*