

TESTIMONIAL SanTan Brewery



Audience

Adults

Media Mix

Posters
Bulletins

Market

Phoenix

Objective

- Drive summer retail beer sales
- Build excitement around SanTan brand
- Reinforce brand loyalty and create brand ambassadors to “spread the word”
- Track efforts to measure progress
- Educate and increase consumer awareness of SWSA
- Create engagement with consumers
- Visually create a transition to new brand

Rationale

The campaigns targeted our geo & demographic audience. OUTFRONT Outdoor locations have given us the upper hand based on unit locations.

“OUTFRONT has been an amazing partner, not only educating our team members, but providing competitive pricing to strategically align our clients budgets for success.”

Our seasonal campaigns were targeted appropriately, driving off premise retail sales. During this last campaign we saw a 16% increase in seasonal sales that is directly tied to our outdoor efforts.

Landon

SanTan Brewery

