



LIQUOR STORE REVENUE GROWTH 2022 CASE STUDY

GOAL: Retain and grow customers as new competing liquor stores open nearby. Attract a new audience, younger adults.

THE CHALLENGE:

Shamrock faced stiff competition as other liquor stores started popping up in the area. The challenge was reaching a new audience that they had been unable to reach with radio and television advertising.

THE STRATEGY:

Left Hand Agency developed a multi-channel advertising campaign with an emphasis on OTT that ensured the ads were shown to the right audience at the right time. This meant targeting viewers who were actively interested in food and beverage content and likely to be in the market for liquor.

THE RESULTS:



Reached a highly engaged audience



Maintained steady levels of foot traffic to their store



A sizable increase to their store revenue

CHANNELS USED

- OTT
- YouTube
- Radio
- Television

THE CONCLUSION:

Changing up the media mix with OTT, digital and traditional resulted in new consumers and foot traffic in the face of increased business competition. Left Hand Agency's media mix reached relevant consumers who had not been exposed to Shamrock's advertising in the past. This included younger adults not reachable via traditional TV and radio advertising. The results demonstrate the effectiveness of OTT advertising in conjunction with other awareness channels.