

Case Study: Specialty Rum Brand



Rotation Direct[®]

(512)-580-9043

Overview

In this case study, we explore the dynamic partnership between a Rotation Direct and a distinctive specialty rum brand, unraveling the intricacies of their collaborative efforts to overcome industry challenges and carve a unique digital identity. Faced with the intricacies of a competitive market, and sensitive advertising policies regarding alcohol, Rotation Direct embarked on a journey to not only showcase the brand's exceptional products but also to create a lasting digital footprint in the hearts and minds of consumers.

Our strategic approach was multifaceted, addressing key areas pivotal to the success of the rum brand. The primary focus was on amplifying brand awareness, streamlining e-commerce operations for increased online sales, and nurturing customer engagement and loyalty. These objectives were carefully tailored to the nuances of the spirits industry, where consumer perceptions are deeply influenced by a delicate blend of tradition, craftsmanship, and evolving trends.



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Objectives

- Recognizing the shift towards online purchasing habits, we undertook a comprehensive optimization of the brand's e-commerce platform.
- Identify the optimal combination of channels that effectively prompt desired actions.
- Acquire and retain expertise in programmatic advertising strategies and tactics to stay abreast of the latest developments.



Key Results



**+70% video
completion rate**



**<\$0.06
Cost per completed
view**



64%

**+64% Increase in
online sales**



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Conclusion

During our marketing efforts for this brand, it was critical to ensure accurate targeting of audiences aged 21 and above. Utilizing the Rotation Direct digital platform, we implemented a pre-roll video campaign that capitalized on private marketplace (PMP) deals via LDA-compliant publishers. Additionally, a custom third-party data audience was employed to specifically reach rum drinkers and competitor brands, adhering to LDA Compliance, which mandates that alcohol advertising is placed where 71.6 percent of audiences are reasonably expected to be of legal purchase age. By combining LDA-compliant publishers' PMP deals with a tailored third-party data audience, the brand successfully reached its target audience with precision, maintaining quality and performance integrity. At the campaign's conclusion, the national alcohol brand achieved a remarkable +70 percent VCR and a cost per completed view (CPCV) of less than \$0.06 for its impactful brand awareness initiative.

Quarter-over-quarter, Rotation Direct achieved an impressive 64% increase in e-commerce sales, accomplishing our goal to significantly boost online sales.



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