

National Hard Seltzer Brand grows sales & protects share amid competition.

A national Hard Seltzer Brand activated an aggressive 31-day summer campaign to conquer competitive attention, increase its brand awareness, and drive sales among A21+ urban consumers.

A National Hard Seltzer Brand faced fierce competition from a proliferation of new Brand introductions and seasonal varieties from the reigning category leader.

Tactic:



Activate summer creative across POS digital screens in **1,919 independent stores selling the Brand, identified by NRS scan data**



Optimize campaign impressions informed by real-time NRS scan data into day-part and day-of-week play during peak Seltzer sales times

Outcome:



14M+

A21+ impressions



5%+

sales increase



While the Brand increased volume sales by more than 5% during the period, it also **protected its share and tamped with competitor sales.**

