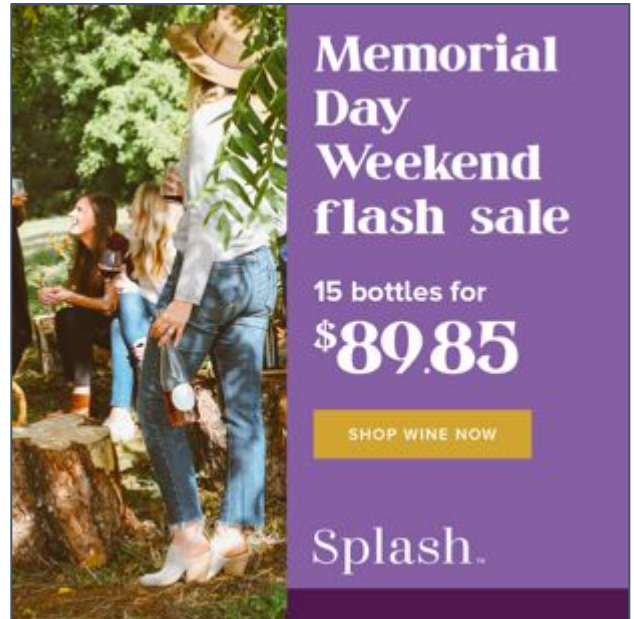


BRANDVERGE HELPS DTC COMPANY, SPLASH WINES, ACQUIRE NEW CUSTOMERS AMONG A NEW TARGET AUDIENCE

Challenge

Splash is an online wine marketplace that specializes in affordable, curated cases delivered right to your door. Wanting to capitalize on the influx of online sales during COVID, Splash Wines tasked us with helping them reach a new audience - female millennials, and drive them to purchase cases from the Splash Wines e-commerce site. We collaborated with our branding partners at The Brand Terminal to create fresh creative and content in strategic channels where the millennial audience would be most receptive.



Splash™ THE BRAND TERMINAL

Solution

To successfully target Millennials, we refreshed the brand identity, with updated social imagery and messaging, then created an omni-channel strategy across social, display, podcast and influencer marketing to reach the desired female millennial audience. Our goal for this campaign was to distribute highly efficient ads across social and programmatic channels with precision targeting to reach new customers at a low cost. In tandem, we launched audio ads on popular millennial podcasts with coupon codes to track traffic and purchase. To round out the program, and align with a trusted source for product referrals, we launched an influencer marketing blitz. This enabled us to boost the brand story, as well as share the fabulous unboxing experience, which ultimately helped to drive purchase on Splash Wines e-commerce site.

BRANDVERGE

CASE STUDY | 2020

Results

The result was an extremely successful media sprint, reaching 5 million new users and driving 24,000 customers to browse and learn more on the Splash Wines website through our social and programmatic ads. This media **outperformed industry benchmarks by 61%**.

For podcast we developed a strategic and fun script to get into market incredibly quickly, across millennial favorites; Dear Chelsea, Family Secrets, Hillscast, The Nikki Glaser podcast, Whine Down with Jana Kramer. In just two weeks we **delivered 300,900 impressions** with a strategic emphasis on pre-roll and mid-roll spots to capture the audience at their most engaged.

Our influencer marketing blitz helped us to generate 16,000 likes and reach 20,000+ millennial women. The engagement rate for the influencer content was 7.77%, which is 233% above industry benchmark.

In summary, our sprint yielded above benchmark results across each channel for our clients.

Influencer Marketing



Podcast Ads

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