

Strategy: Omnichannel

Beverage Brand

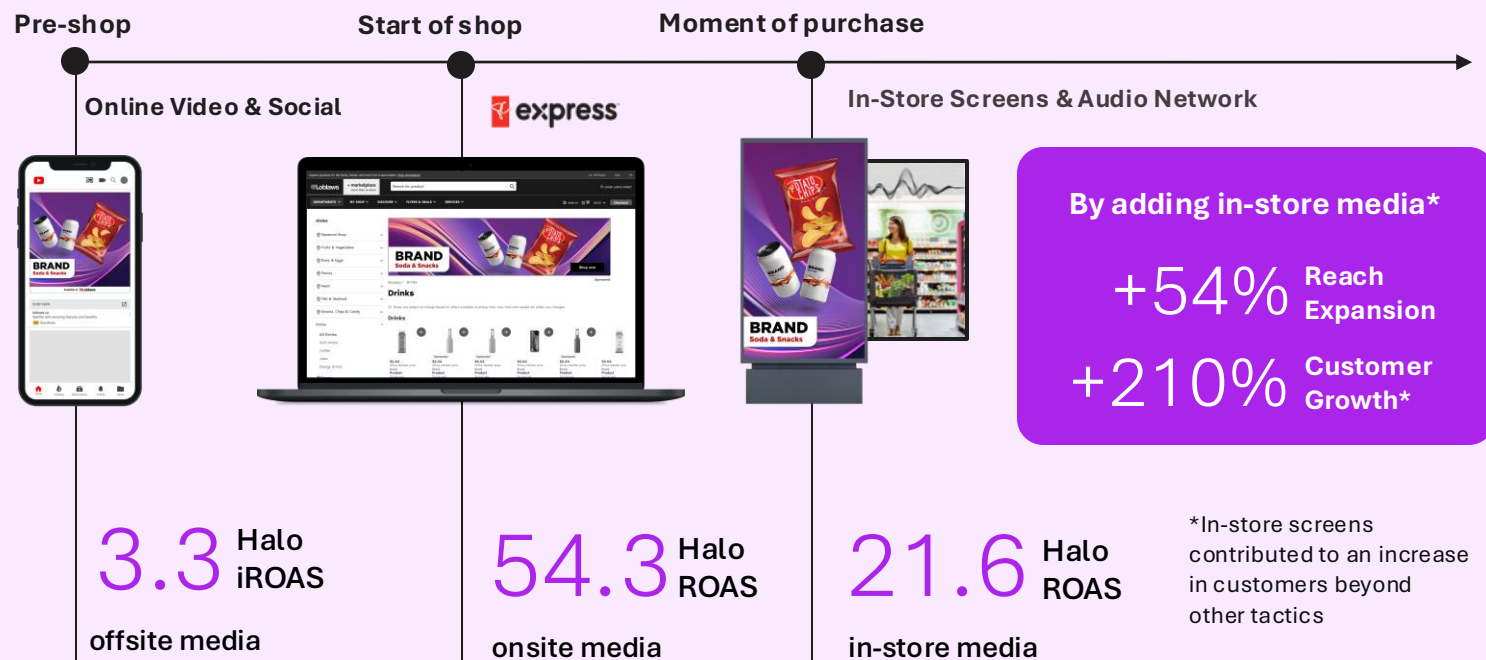
Omnichannel planning to win in the holidays

The Challenge

A beverage brand was looking to win in the key holiday period. To do this they knew they'd not only need to increase frequency with existing brand buyers but also attract new ones to the category.

Solution

To inspire co-consumption of complementary beverages and snacks among current shoppers and holiday pantry stockers, we implemented an omni-channel strategy, including precision-targeted programmatic display and OLV ads through MediaAisle™ DSP, expanded reach to Meta and YouTube, and utilized onsite media activities like shoppable displays and in-store screens/audio to capture consumer attention during purchase.



The Insight

By complementing each other, the omnichannel approach reached customers during shopping trips and online between purchases, resulting in more conversions and improved brand ROAS. In-store screens further enhanced consumer touchpoints and drove low-funnel conversions.