

VeeV Acai Spirit Provides Mobile Refreshment with Unique Rich Media Campaign

GOAL

To create a campaign that would introduce VeeV superfruit cocktails, encourage product trial and increase brand awareness.

SUMMARY

- **Encouraging Product Trial:** The creative featured an expandable banner that displayed 6 different summer-themed VeeV cocktails, ranging from an Acai Mojito, to Superfruit Sangria. When users clicked on the image of a particular cocktail, the creative displayed a recipe with instructions on how to make the drink.
- **Consumer Engagement:** For each cocktail, users could save the recipe to their phone, allowing them to engage with the VeeV brand outside the actual creative unit. Consumers could also email the recipes to friends or share the details via social networking sites.
- **Smart Targeting:** The campaign was the first ever mobile advertising effort from VeeV, and with their agency Slingshot, they created a strategy to effectively reach their core audience of Millennial adults 25-34. The creative ran on entertainment, music and lifestyle sites, and featured takeovers on key apps like Mixology.

RESULTS

- Clickthrough rates were more than double industry averages.
- All six featured cocktails featured strong engagement from consumers.

“Mobile provided us an entirely new medium to reach and engage with our connected, on-the-go consumers. Our campaign provided users a unique way to discover and share the variety of VeeV cocktails, and allowed us to increase awareness and ownership of being the premium, essential brand for Summer and superfruit cocktails.”

~ Carter Reum, Co-Founder at VeeV

