

# WE DROVE BRAND AWARENESS & INCREASED BUZZ FOR SMIRNOFF ICE'S NEW LAUNCH!

Smirnoff Ice used OOH media to tease and reveal the launch of their product now being available in a can.

## STRATEGY & TACTICS

- **Strategically Placed:** Smirnoff Ice utilized digital media, backlights, and static wallscapes within The Grove to tease consumers about their launch. Reaching a premium audience, they were able to maximize on high dwell times with their brand message and generate curiosity with their countdown.
- **Creative Excellence:** Playing off a launch like a tech company would do for a big announcement, Smirnoff Ice utilized digital countdowns and cryptic messaging to keep consumers guessing what was being revealed on May 20th.
- **The Reveal:** After a two week countdown, it was revealed that Smirnoff Ice would now be available in can form in addition to its iconic glass bottle!

**SMIRNOFF**

\*4-WEEK CIRCULATION



**OUTFRONT**

**1.5 M**  
CONSUMERS REACHED\*

**18**  
STATIC BACKLITS &  
WALLSCAPES

**10**  
LIVEBOARDS

**1**  
DIGITAL WALL