



MMA CASE STUDY



Beam Inc.

Sauza "Girls' Night" Mobile Party Planner

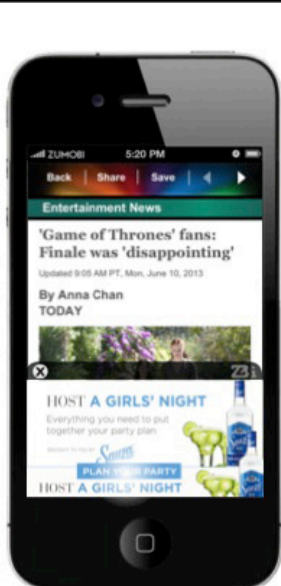
Campaign Summary

The overall objective of Beam Inc.'s campaign for its Sauza Tequila brand was to share branded content that would help to start a deeper dialogue with the consumer and develop greater brand affinity. To do this, Beam Inc. launched the Sauza Party Planner, an interactive event-planning app, which was geared towards helping users throw the ultimate party. The app features recipes, activities, videos, and decorating tips, all of which can be shared via social media.

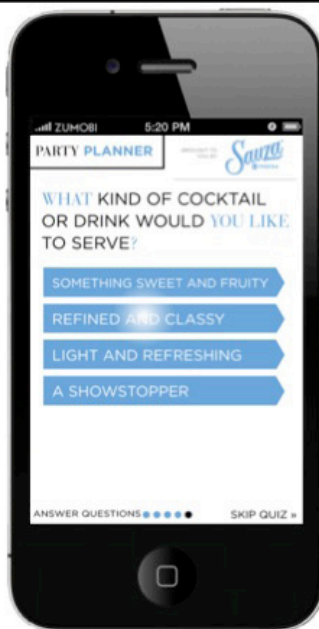
Strategy and Execution

The Sauza Party Planner app, which was developed in partnership with Microsoft Advertising and Zumobi, was targeted at women over the age of 21, who were tech-savvy, trendy, and had an interest in popular culture and social media. The app allows users to answer a series of fun multiple-choice questions in order to receive advice on décor, food, drinks, and music for their next social event. Users can save their results to their mobile devices for future use and also download the app to their mobile home screens.

Zumobi Custom Mobile Experience – Beam Inc.



Paso Doble ZBi Expandable Ads
Drove a 5.03% Average CTR



80% of Qualified Users Engaged with the ZBi Center
Stage



27% of Qualified Users Saved the
ZBi Footprint to Their Home
Screen

74% of Users Who Downloaded the ZBi Branded App Footprint Feature Revisited It



The app was promoted through online display advertising. Users could click on an expandable banner ad to be taken directly into the app experience. While the budget for the campaign is confidential, the mobile component was a significant portion of the scope of work and a unique selling point for Beam Inc.

Results

The results of this campaign far exceeded typical click-through and engagement rates for mobile. The click-through rate was at 5.03 in the campaign's first year, which is above average industry benchmarks. Additionally, 80 percent of users engaged with the ad and 27 percent saved it to their home screens. Seventy-four percent of users re-visited their saved branded content.

Source

"Beam Inc., Sauza 'Girls' Night' Mobile Party Planner." 2013 MMA Smarties Finalist In-App Advertising — Gaming or Other. Brand: Beam Inc., Sauza Tequila. Lead Agency: Microsoft Advertising