

# Beverage Company Uses Sweepstakes

AS PART OF GO-TO-MARKET STRATEGY

A new beverage product is coming to the market, enhanced with electrolytes, antioxidants and vitamins. The unique flavored water, created by ShiveWare, a Bay City, Michigan company, represents the power of our Midwest region to develop and retail exciting new offerings. In advance of their launch in major sports markets Michigan's Metropolitan Detroit area, ShiveWare used sweepstakes alongside pull-ups, billboard advertising and sponsored content to tell the story of their brand. Together, these tactics achieved visibility for their brand with a new audience, with pretty delicious results.



ENTRIES WERE ACCEPTED FROM JUNE 23 THROUGH JULY 10, AND ALMOST 125,000 EMAILS WERE SENT BOASTING THE BRAND AND ITS FEATURES, ALONG WITH THE SWEEPSTAKES.



Nearly 80% opted in to hear from the brand in the future, effectively generating a leads list of potential new consumers of the product.

## CAMPAIGN SUCCESS

Overall, this campaign served:



315,151  
IMPRESSIONS



125,000  
EMAILS



8,947  
ENTRIES



8,166  
NEW LEADS