

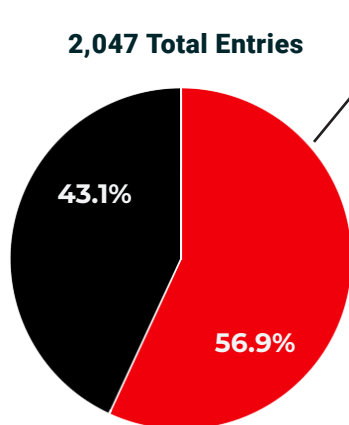
# Beverage Company Uses Sweepstakes

## AS PART OF GO-TO MARKET STRATEGY

A new beverage product is coming to the market, enhanced with electrolytes, antioxidants and vitamin D. This unique flavored water, conceived by ShineWater, a Bay City, Michigan company, represents the power of our Midwest regions to develop and retail exciting new offerings. In advance of their launch in Kroger stores in Michigan's Metropolitan Detroit area, ShineWater used sweepstakes alongside podcasts, 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 **57%** 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:

