

Liquor Brand \$25,000.00 Holiday Shopping Spree Marketing Strategy



Goals

1. Build your brand
2. Sell product
3. Generate a buzz (Not that kind of Buzz) Your clients tell friends and family.

Russian Standard wants to promote its new **Moskow Mule** drink inside of its new copper drinking mug. Working with its bars and restaurants, Russian Standard prints drink holders with the promotion built around "Win A \$25,000.00 Shopping Spree Tonight".

- First, the consumers use their mobile phones to download a Russian Standard **\$5.00 off** on a Moskow Mule Mobile Coupon.
- Then, the bar redeems the coupon by writing down the unique coupon code on the receipt using a system in place that they have and honors the coupon for the purchase of the drink.
- The consumer then gets an entree into the **\$25,000.00 Holiday Shopping Spree** Lucky List promotion with the chance to instantly win once they have guessed the proper order of the Lucky List.

What you get from this promotion...

1. People talking about the drink and brand
2. People talking about the \$25,000.00 Holiday Shopping Spree
3. Bars and Restaurants selling a premium drink item and getting more customers
4. **More sales and more profits**
5. Along with building data on the consumers who used the coupons for future promotions
6. A green promotion that is environmentally sound that your company can use for good PR

