

Over 20 Unique Media Placements in Two Months

Location: Miami Beach, FL

Market: B2B / B2C

Industry: Alcohol/Spirits

Challenge:

Interdependence was called upon to help a premium American vodka brand increase its name recognition, overall brand awareness, and sales. The client's objective was to be positioned as a premier distillery producing the highest quality, smoothest spirits on the market so that it could secure top-tier restaurant partnerships in addition to attracting overall consumers.

Solution:

The Interdependence team went to work on a targeted campaign designed to communicate an effective brand story to some of the most influential national media outlets. The project management team facilitated one-on-one interviews between the client and some of the leading media properties in the U.S., reaching diverse consumer categories. Some of the publications and media outlets included Forbes, Oxygen, Chicago Tribune, Parade, Newsday, and numerous local TV stations.

Results:

After only two months, Interdependence was able to achieve in excess of 20 media placements for the client, which resulted in a massive sales spike for the brand in addition to high-value partnerships.