

Case Study

Digital advertising for alcohol brands can drive solid brand recognition, but compliance laws strictly require all targeting to reach audiences over 21+ years of age. A national alcohol brand leveraged Choozle to launch a brand awareness campaign using video creative for their specialty rum product.

The Objective

- Accurately target 21+ US audiences
- Increase brand awareness with pre-roll video
- Achieve a 60% video completion rate (VCR)

The Solution

A national alcohol brand was looking to launch a brand awareness campaign for its specialty rum product but needed to ensure they were accurately targeting audiences over 21+ years of age. Using the Choozle platform, they set up a pre-roll video campaign that leveraged private marketplace (PMP) deals through LDA-compliant publishers and a custom third-party data audience reaching rum drinkers and competitor brands.

LDA Compliance requires that alcohol advertising (beers, wines, spirits, liquors) only be placed where 71.6 percent of audiences are reasonably expected to be of legal purchase age. Layering LDA-compliant publishers' PMP deals with a custom third-party data audience, they were able to reach their desired target audience accurately without compromising quality or performance.

By the end of the campaign, the national alcohol brand achieved a + 70 percent VCR and less than \$0.10 cost per completed view (CPCV) for its brand awareness campaign.

Key Results

+70%
video
completion rate

<\$0.10
cost per
completed view