

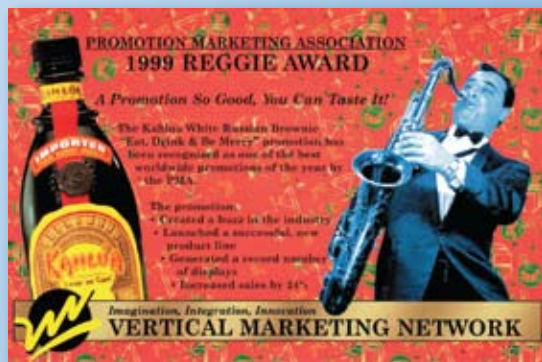
Driving Spirited Holiday Sales for Kahlúa®



Holiday Retail Gift Pack



Point-of-Sale Materials



Promotion Marketing Association Reggie Award:
Best Worldwide Beverage Promotion of the Year



Promotion Publicity Kick-off Events

Vertical Marketing Network helped shake up Kahlúa with an innovative marketing plan to give the brand an improved relevancy with a new generation of consumers, while driving retail sales during the important holiday gift-giving season. From kick-off events generating tons of free exposure, to eye-catching merchandising materials and product packaging, to securing the perfect tie-in partner- Sara Lee, Vertical Marketing Network handled all aspects of this award-winning program. **The results – the most successful promotion in the brand's history with a record number of off-shelf displays and a spirited sales increase of +24% versus prior year.**