

SHAKING it up!



Take a truly innovative marketing idea, blend it with the perfect partner, garnish it with tasty creative and then serve it up with exciting PR-producing stunts and point-of-sale, and you can really shake up a brand and drive sales... and even win the coveted Reggie Award!

PROMOTION MARKETING ASSOCIATION
REGGIE AWARD



Nationwide Press Coverage

Vertical Marketing Network created the Kahlúa® White Russian Brownie special holiday pack for the delicious Eat, Drink & Be Merry promotion. Whole new generations of drinkers were completely sold on this brand-building integrated program – Kahlúa's most successful ever!

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Traditions are great, but status quo marketing won't deliver double-digit sales increases. Vertical Marketing Network's experienced team of professionals realizes sometimes you have to *shake it up* to get results. And that's just what the agency did for the Kahlúa® brand with the Eat, Drink & Be Merry holiday promotion.

How it Worked

For decades the classic holiday gift of a bottle of liquor and two branded drinking glasses became a tired gift with purchase offer with declining results. To drive home the new branding messaging developed to make Kahlúa relevant to a younger target audience - "Kahlúa - How Come You Taste So Good?" and push sales during the important holiday buying season, Vertical Marketing Network had to do more. The agency negotiated a partnership with Sara Lee to develop a confection specially created for the promotion - the Kahlúa White Russian Brownie. The partnership resulted in a custom holiday gift pack SKU complete with the brownie inside a decorated gift tin, a 750-ml. bottle of Kahlúa liquor, along with a holiday entertainment guide. And to get the promotion rolling, an unofficial campaign to ban holiday fruitcakes was implemented by Vertical Marketing Network. The agency staged irreverent publicity events featuring Santa driving a 10-ton steamroller destroying mock fruitcakes and announcing the arrival of the Kahlúa White Russian Brownie gift pack. The promotion was supported through in-store POS, TV and radio. To further focus on the Kahlúa White Russian through the holiday period, the cocktail was a featured drink on-premise (bars, restaurants) and event crews distributed brownie taste samples to drive purchases across the country.

Key Take Away

The spirits industry was a buzz over this innovative holiday program. Fast-paced sales drove retailer re-orders and a record number of off-shelf displays. And the well-planned publicity stunts garnered tremendous national coverage for the brand and the gift pack. It was the most successful promotion in the history of the Kahlúa brand, achieving a 24 increase in sales and was recognized by the Promotion Marketing Association as the Best Worldwide Beverage Promotion of the Year through the coveted Reggie Award. Now that's shaking it up!



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