

CASE STUDY – GREY GOOSE

‘Grey Goose ’ Everyman members screening Partnership– 2018 - 2019

Background

- Grey Goose identified the world of film as an area they wanted to align their brand with in 2018, through the production of several short content pieces hosted by Jamie Foxx interviewing prominent Hollywood stars

Idea

- FUSE/OMD approached DCM with a brief to utilise this alignment with the world of film and amplify it through a partner exhibitor brand.
- It was key for Grey Goose to synergize with an upmarket, discerning audience – one their research identified as ‘Magnetic Pioneers’.
- DCM worked with their Research and Insight Team, proving the link between Grey Goose ‘Magnetic Pioneers’ and the Everyman Cinema audience, delivering a premium partnership for the brand that gave it access to the valuable Everyman Members, as well as their wider non-member audience.
- DCM additionally identified an opportunity for Everyman and Grey Goose to partner on private screening events for its customer base and influencers during the partnership.

Plan

- Grey Goose ran a 60” copy on screen in Alcohol AGP films, at Everyman.
- A 30” joint creative run in the marketing spot at Everyman cinemas in relevant films, whilst brand creative also run prior to Members Screenings, gaining association with some fantastic film content ahead of release, such as :*The children Act* , *A star is born* & *Green book*.
- Further touchpoints included presence online, across e-comms, and the Everyman magazine.
- Stocking and menu integration was also brokered within the partnership.



Campaign Details

Sector	Alcohol	Media Agency	OMD/Fuse
Target Audience	16-34 adults	Creative Agency	EG plus & Everyman
Package	Members screenings partnership	Duration	9 months

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‘Grey Goose ’ events



Events

- Grey Goose and Everyman **hosted events** across key locations in the UK.
- Each event had a theme based around the time of year - Halloween, Christmas and Valentines. Each with welcome Grey Goose cocktails a film followed by more cocktails at an after style party
- The events generated excitement and further brand awareness to Grey goose invited guest and Everyman members.

Results

- The campaign **delivered beyond expectations** and ended up 6% up on target across the various touchpoint s in the customer journey.
- The events were an integral part of the success of this campaign, bringing both the association with Everyman to life as well as providing guests with a fantastic experience.

