

Wine Brand

Case Study

Context

A prominent wine brand wanted to engage their audience in a fun way and help remind people to be spontaneous and experience life to the fullest.

Objectives

- > Find primarily 25-34 year old 'adrenaline junkies' who align with the brand and can be featured in branded content
- > Extract fun and exciting PR stories

Deep user engagement on the campaign microsite

Solution

Quiz

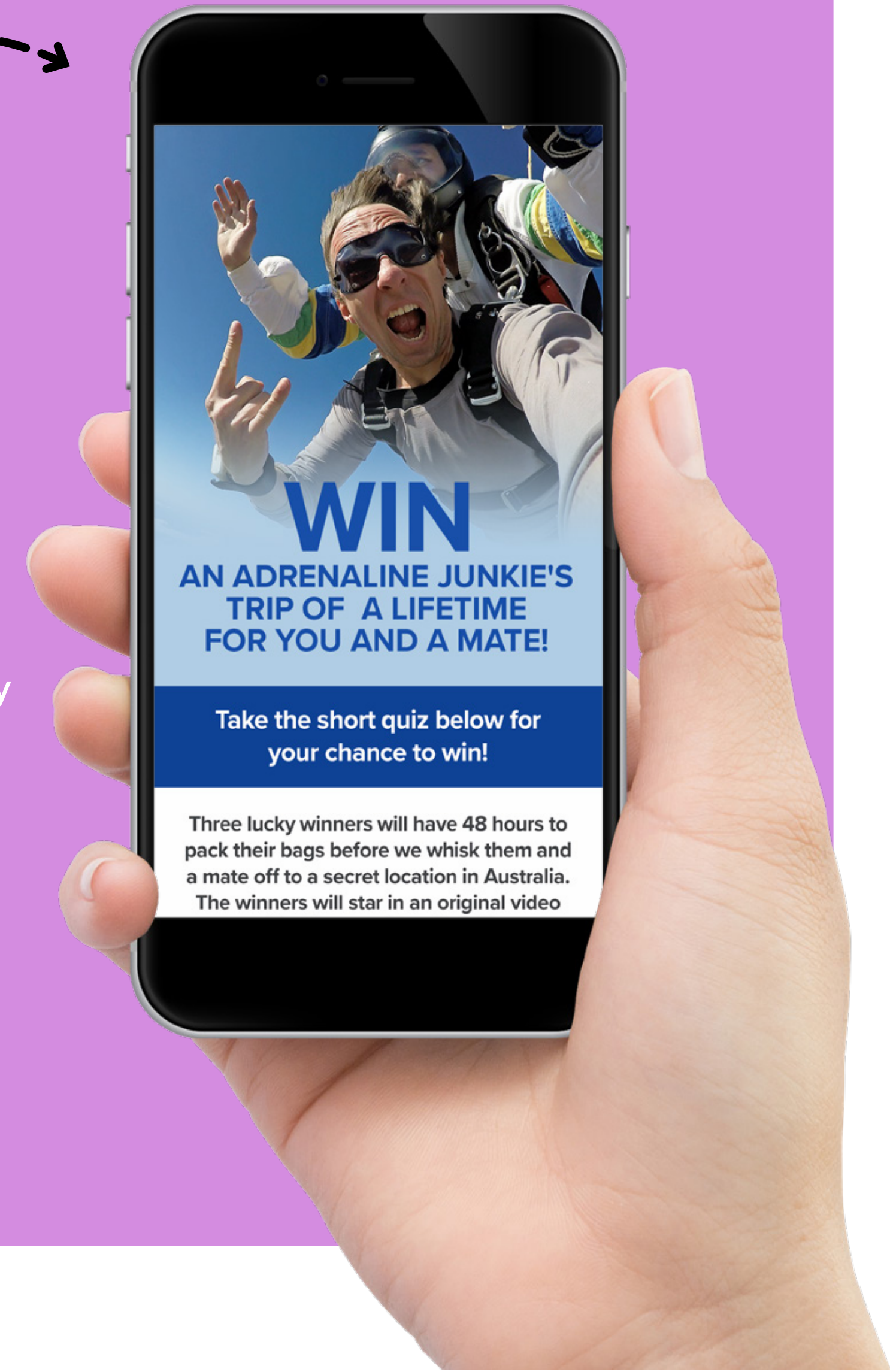
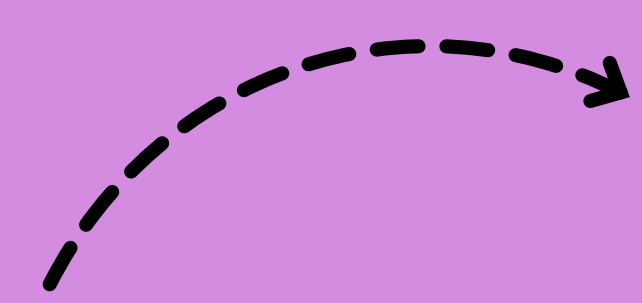
Entrants answer a few quick and easy questions to receive a result and enter the competition.

Why Quiz?

- Understand audience preferences to inform segmentation
- Engage the audience in a fun and lighthearted way
- Educate the audience on products/services based on quiz outcomes

Incentive

We recommended an adrenaline-filled trip of a lifetime for them and a mate.



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Deliverables

- > Promotional microsite built to strict brand guidelines
- > Quiz mechanic
- > Media tracking links
- > Campaign performance optimisation advisory and support
- > Access to Peazie Platform with live campaign performance analytics
- > Post-campaign report with insights and recommendations

Channels used to drive traffic

- > Existing email database
- > Paid social on Facebook
- > Display advertising
- > Website banners
- > Referral traffic

63%
of entrants
were aged
25-34

40%
of entrants shared
the campaign
with like-minded
individuals

6
lifetime brand
advocates
recruited

Insight

The campaign successfully found three spontaneous everyday joes and their mates who love to live their lives to the fullest. The content produced was amazing and is regularly featured in the brand's marketing activities.

Peazie's Quiz allows brands to segment their audience in a fun and engaging way