



TESTIMONIAL



ABC FINE WINE & SPIRITS SPREADS CHEER WITH OUTDOOR.

"Soaring Spirits"

THE PROBLEM:

After more than 60 years in business, management at ABC Liquors decided that a major face-lift needed to take place. Along with its new appearance, inventory and philosophy, a new name (ABC Fine Wine & Spirits) was used to tie it all together. It is one of the country's largest privately owned retailers of fine wine, liquor, gourmet food and cigars. Throughout their transformation, however, one thing had not changed, their need to attract more female consumers.

THE PLAN:

ABC Fine Wine & Spirits needed a plan to reach busy women on the move during their busy season. Clear Channel Outdoor used a demographic mapping system to uncover where the highest concentration of women age 25-54 with a household income of \$50,000+ lived in the Orlando market. This information was mapped using zip code quintile data. ABC decided to do a 30-sheet poster campaign targeting the key zip codes in their four top markets. The campaign incorporated a four week program for the holiday season combining outdoor and Clear Channel radio stations to deliver a multifaceted message. The "12 Days of Christmas" campaign targeted Orlando (#50 GRP poster showing), Tampa Bay (#25 GRP poster showing) and Jacksonville (#50 GRP poster showing) over a four week day period. The colorful images of outdoor provided a foundation for the campaign that provided a constant presence for ABC while Clear Channel radio spots ran as a musical reinforcement of the message. Radio and outdoor are the perfect sight and sound combination.

THE RESULTS:

ABC Fine Wine & Spirits had their largest revenue increase in recent history. Success was attributed to the joint effort of synergistically utilizing outdoor and radio to meet the client's needs. Due to the program's success, ABC increased their advertising budget by 50% for even more impact and awarded all of it to Clear Channel Outdoor and Clear Channel Radio.



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