

WOODSTOCK

BEYOND THE TVC

((1 SENTENCE CHALLENGE))

How to leverage an ATL campaign on mobile?

((SHORT INSIGHT))

Produced in the heart of Kentucky, Woodstock Bourbon is given its flavour by being matured and rolled in the finest American Oak barrels.

((IDEA))

Aligned with the "How We Roll" TV campaign, and in order to drive users to enter the "Roll to Kentucky" competition we created a high-impact game experience. With the city of Woodstock Kentucky as backdrop, users had to stay rolling on a barrel and 'duck' or 'jump' over obstacles. This highly engaging game reinforced the brand messaging about the unique way in which the bourbon is produced. At any time through the experience, user's could enter the competition and share the game experience with their friends.

((IMPACT))

1. 400% KPI
2. 968 Conversions
3. 4x Average Game Play

The campaign exceeded KPIs by over 400% and 968 people entered the competition.

On average, each user played the game 4 times. That's a looooot of rolling!

((BEHIND THE SCENES FEATURES))

- Game
- 3D
- HTML5