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CAMPAIGN: KINGS OF THE MIX
CLIENT: NEW AMSTERDAM SPIRITS
AGENCY: CENTRA 360

New Amsterdam Spirits' *Kings of the Mix* is an experiential marketing campaign created and produced by Centra360. Targeting the 25-49 AA community, Kings of the Mix provides grassroots activation in top tier DMA markets through alignment with Urban formatted radio stations and recognized on-air talent.

By incorporating radio partnerships into on-air/online media, retail point of sale and one-of-a-kind sponsored events, Kings of the Mix helped New Amsterdam Vodka become the fastest brand to cross one-million cases in annual sales.

By the end of 2013, Kings of the Mix will have executed in 15 markets with over 75 events and aligned the Brand with station hosted events that activated around artists such as Snoop Dogg, Kendrick Lamar, Brandy, Bobby Valentino, Keyshia Cole, Rick Ross, E-40, Bell Biv DeVoe and more!

The 2013 campaign kicked off earlier this year with a live preshow and post concert party in support of the JayZ/Justin Timberlake 'Legends of Summer' tour. Hosted by WJLB's Bushman, Detroit's King of the Mix, the party was the perfect start to another great year.

Centra360 is responsible for all facets of the campaign including strategic platform and concept creation, program development, media buying and in-market execution and continues to work seamlessly with the Brand, local sales teams and distributorships, radio stations, DJ personalities, promoters and the venues where events are held to ensure top down program success.

ONGOING CAMPAIGN ELEMENTS INCLUDE:

- Alignment with top ranked radio stations
- DJ talent acquisition as local 'King of the Mix'



- Compelling POS materials for retail activation
- Station-hosted, Brand sponsored events
- Aggressive blitz of value added promo media, digital/social integration and live remotes
- B-to-B engagement with VIP experience
- B-to-C activation via tastings, onsite branding, bar promotions, and DJ engagement
- Station remotes and off-premise promos where legal & compliant

CAMPAIGN RESULTS:

The 2013 campaign recently launched. Key results from 2012 include:

- Helped Brand become fastest selling Vodka to 1MM cases
- Over 74MM gross impressions in on-air/online media
- Significant case sell-in with on-premise accounts
- Over 50,000 attendees at 25 key market events
- Thousands of product samples distributed

Centra360 has helped establish New Amsterdam within the AA community and spike record sales with a compelling experiential program that took traditional media buying to new heights with on-air personality integration, one-of-a-kind activation events, off-premise POS support and value added promotional media. Centra360. Brand activation that builds relationships and drives results.