

CASE STUDY

Guinness increases share of market by 15%

Problem

Guinness wanted to increase on-premise sales by advertising in locations that served their products. Finding an engaging format that allowed them to show videos of their beer was key to catching people's attention on their busy nights out.

Solution

Taiv's diverse targeting options allowed Guinness to advertise their Irish beers exclusively in Irish bars that also carry their products. By playing a mouthwatering 10-second video on Taiv's large HD screens, they were able to achieve 24.6 impressions per customer.

Results

Guinness was able to spread brand awareness and reach people at the point of purchase. As a result, viewers exposed to Guinness' ad were 15% more likely to order one of their products.

Taiv's screens were the perfect medium for Guinness to reach their target demographic and use their marketing dollars as efficiently as possible.



15%

Increase in share of market MoM

24.6

Impressions per customer