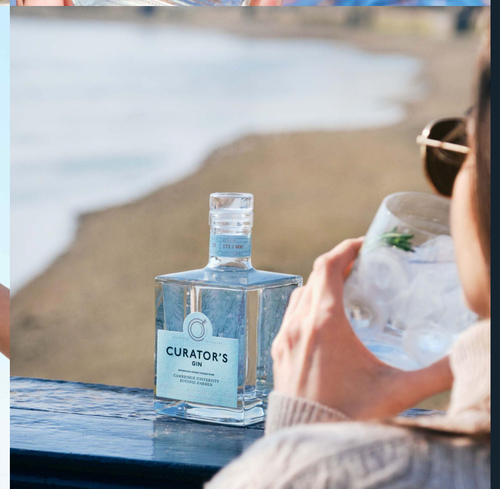

CAMBRIDGE DISTILLERY

10TH ANNIVERSARY OF CAMBRIDGE DISTILLERY

WE WERE ASKED TO...

Drive awareness of Cambridge Distillery's 10th anniversary using the annual University Boat Race as a pop-culture hook.

SO WE...

Concepted, briefed and managed a shoot on location in South West London. Created a bank of content for organic and paid social, plus additional assets for future campaigns & always-on activity. Planned & delivered the DTC paid social campaign and a giveaway.

AND ACHIEVED...

1,411 clicks to the Cambridge Distillery website, generating an estimated total revenue of £1,770 - £2,170 with an estimated ROAS of 2 - 2.5.

©YesMoreCreative.com