HANKEY BANNISTER

GLOBAL AWARENESS WITH PAID SOCIAL ADS

WE WERE ASKED TO...

Drive awareness of Hankey Bannister across 12 separate markets, and grow Ukraine's recently launched Facebook Page

SO WE...

Launched a series of paid social video ads targeting whisky fans in each market. We used machine learning to test different copy and asset variations.

AND ACHIEVED...

Over 1.1 million video plays, reaching 657K+ people across 12 markets from under £10k media spend. We grew Ukraine's Facebook Page by 2,879 fans, stimulating channel growth of 4,050% over a 12 day period.

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