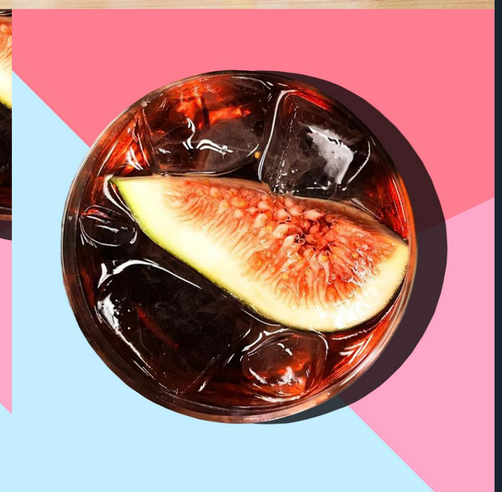

REGAL ROGUE VERMOUTH

ONLINE MERCHANDISE SALES

WE WERE ASKED TO...

Shout about Regal Rogue's limited edition wraps that you could purchase online or in person at London's Moniker Art Fair. This was the brand's first collab with artist Julian Evelyn and they're first step into attracting counter culture art fans.

SO WE...

Photographed all the work as well as the bottles and ensured Julian was happy with how her work was being used in the promotion of the collaboration.

AND ACHIEVED...

695 people clicked through to view the art work online with 24 people placing pieces in the cart out of the 50 pieces available. Sadly due to transactional problems we were only able to sell 4 pieces, but the campaign proved that there was an audience for this kind of activation.

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