



BRING
CELEBRATION
HOME



RIDGEVIEW ENGLISH SPARKLING

PIVOT CREATIVE FOR A NEW WAY OF LIFE IN THE PANDEMIC

WE WERE ASKED TO...

Re-work our entire OOH billboard & adshel campaign plan to be considerate of Covid-19 lockdowns in the UK

SO WE...

Developed new overarching creative, "Bring Celebration Home" to temporarily replace "Life Is For Celebrating". Produced new video assets, shot entirely remotely in under 2 weeks. And pivoted to a digital media strategy with Paid Social and Programmatic ads.

AND ACHIEVED...

Our campaign drove Ridgeview Wine's **greatest volume of sales in Waitrose ever** & D2C website sales soared by **+323%**.

