

# Beverage Company Uses Sweepstakes

AS PART OF GO-TO-MARKET STRATEGY

**ShineWater**, a Bay City, Michigan brand boasting bold and bright packaging of their unique flavored water enhanced with electrolytes, antioxidants, and vitamin Q, launched their summer sweepstakes to gain traction for their brand ahead of launching in Kroger Stores. They wisely coupled their sweepstakes with a Podcast for National Hydration Day, Billboard Display & a Sponsored Content article, generating even more visibility for the brand and for their potential new audience.



ENTRIES WERE ACCEPTED FROM JUNE 23 THROUGH JULY 10, AND ALMOST 125,000 EMAILS WERE SENT BOASTING THE BRAND AND ITS FEATURES, ALONG WITH THE SWEEPSTAKES.



Nearly 87% opted in to hear from the brand in the future, effectively generating a leads list of potential new consumers of the product.

## CAMPAIGN SUCCESS

OVERALL, THIS CAMPAIGN SERVED



2110  
IMPRESSIONS



12,000  
EMAILS



2047  
ENTRIES



1164  
NEW LEADS

