


 **Market**
Chicago, IL &
Boston, MA

 **Flight**
March 2021

 **Targeting**
A21+

 **Media**

- Static Bus Shelters
- Digital City Information Panels



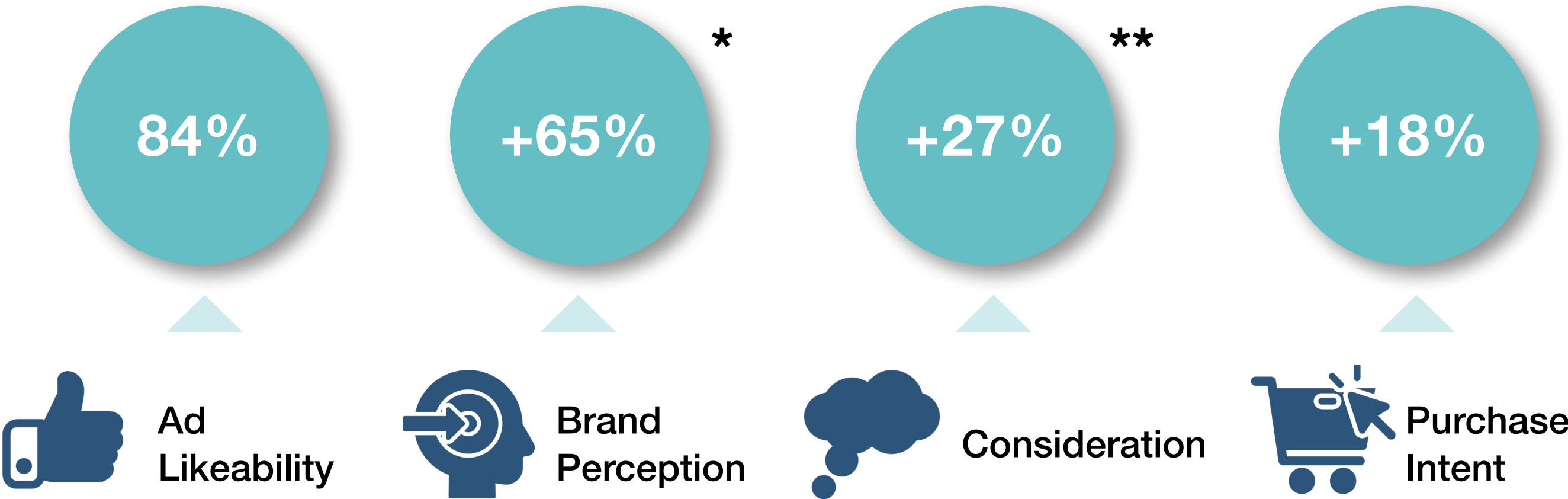
Goal
Drive awareness of and increase
purchase intent for Sexton whiskey



Strategy
Utilize Mfour’s digital intercept studies to
gauge opinions of and purchase intent for
Sexton Whiskey



Results:



*Increase in favorable brand perception among adults 21+. In surveyed adults, 71% of adults 21-35 reported improved brand perception and 50% of adults 35+ were more likely to be interested in the brand post-exposure.
**Among those exposed to the ad compared to those not exposed.