

SMIRNOFF ICE – CHEERS!

> CHALLENGE

Smirnoff, the makers of America's most popular vodka, had its first line of ready-to-drink products in the United States and needed to generate a high level of buzz and new product trial while broadening sales and distribution.

> CRN SOLUTION

CRN orchestrated a nationally-themed, locally-executed series of thousands of unique radio and on-site promotions. To introduce Smirnoff Ice, CRN created and managed over 1,500 on-premise bar and club events designed to drive customer participation and sampling. On-air DJ product-tasting parties and testimonials were firsts in the alcohol beverage category.

> RESULTS

The campaign generated sales of 300% above projections in test market with increased distribution and sales in local venues in campaign markets. The success of the test triggered an immediate nationwide rollout with Smirnoff Ice being one of the most successful new spirit introductions in the United States.

