



MTM CASE STUDY:

Alcoholic Beverages

OBJECTIVE

An alcoholic beverage brand sought to drive interest for a new organic, low-calorie product.

SOLUTION

Megaphone targeted podcast listeners aged 21+ who drink beer and are interested in a healthy lifestyle.

RESULTS

A third party study revealed that the campaign was extremely effective in driving awareness and purchase intent for the new beverage, while also communicating its unique selling points.



18.5% lift
in brand recall



71% lift
in purchase intent



83% lift
in identifying the product as low-cal



55% lift
in identifying the product as organic

