

BrewDog USA doubles AGM USA attendance.

See how BrewDog USA was able to drive over 8,000 attendees to their largest annual festival through digital advertising.

Campaign Objective

Help BrewDog USA acquire 8,000 total attendees for their Annual General Mayhem, an annual beer, music, and food festival held at the HQ brewery in Columbus, Ohio for Equity Punk shareholders, the local community, and the world of craft beer.

Challenges

OppGenetix was faced with the challenge of doubling BrewDog's total attendance of their Annual General Mayhem event with a goal of 8,000 attendees (4,000 in 2018) with less than a month until the event. The festival was also to be held on the same weekend as two popular events in Columbus. Another concern is tickets were being sold through a third-party platform where additional conversion tracking would need to be integrated in order to pull in the correct ticket sales and revenue.

Digital Strategy

After meeting with the BrewDog marketing team to better understand their target audience for the AGM event, OppGenetix developed unique buyer personas and custom audience lists to be targeted across both Facebook and Instagram advertising platforms. These audiences were created based off their online behavior, interests in beer and similar events, as well as previous interactions with the BrewDog brand. Additional demographic and psychographic targeting was then setup and refreshed often as the audience performance changed. Ad creative was designed in conjunction with BrewDog and included a mix of both static images and videos, and all ads were continuously tested to evaluate top converting creative.

Results

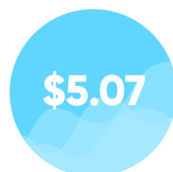
As a result of partnering with OppGenetix, BrewDog completely sold out the event, exceeding their initial of 8,000 attendees by more than 10%.



Return on ad spend (ROAS)



Ticket sale conversion rate



Average Cost per Acquisition (CPA)

About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experiences.

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Industry

Food & Beverage

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Paid Social Advertising

Success

Attendees — 8,804

ROAS — 583%

Average CPA — \$5.07

Conversion Rate — 11%

Reach — 69,550+ consumers

