


# Crabbie's Maximizes Store Visits With Dynamic Creatives

Target: US  
 Category: Consumer packaged goods (CPG)  
 Device: Mobile

 **79,341**  
 Incremental Store Visits

 **5.25%**  
 Tap-to-Site Rate

 **:22 Seconds**  
 Average Engagement Time

## Objective:

- **Increase brand awareness** for Crabbie's well-established UK alcoholic ginger beer in the US.
- Influence American consumers to purchase Crabbie's beers from local stores.
- Local markets were selected to align with "Crabbie's Week" — where themed sampling events were hosted at bars and restaurants.
- Mobile ad campaign ran concurrently with radio spots for an **omnichannel approach**.

## Solution:

- Verve Group targeted luxury drinkers, working professionals, and young individuals with a high discretionary income.
- **Unique audience segments** were created, mapping mobile devices to homes to target consumers within a certain radius of each store.
- **Tap-to-map creatives** engaged consumers by displaying the nearest store based on their real time location.

