





SUCCESS STORY

MEIOMI WINES 

Drive Your Flavor Forward was the creative behind the Meiomì Wines creative for Super Bowl XLVII and the PGA's Waste Management Tournament. The campaign aimed to target event attendees in the Phoenix, Arizona, market during the week leading up to Super Bowl XLVII.

MEDIA FORMAT:  Mobile Billboard Campaign

CAMPAIGN DATE:  February 2023

MARKETS

- Phoenix, AZ
 - Super Bowl Events
 - PGA Events

RESULTS

- 611,215 IMPRESSIONS
- 0.79% CTR
- 0.07% BENCHMARK CTR FOR INDUSTRY
- 1,035% RELATIVE PERFORMANCE
- 1.78% SHADOWFENCE RETARGETING CTR