

CASE STUDY

John Jameson & Son. Ltd

Industry: Retail

Vehicle: Gift with Purchase

Products: Music Download Card

Features: Custom Card, Links to Company Web Site

Jameson wanted to connect with a younger audience, swaying them to choose their product over others at the liquor store. They utilized a 2 Song Music Download Card offered with the purchase of 700 ml bottles at select retail locations.

At the point of redemption, new buyers could visit Jameson's new website, which is full of cocktail recipes and information targeted specifically to this younger market.

