

CASE STUDY

CLICK@BUY

YOU COMMUNICATE, WE CONNECT.

La martiniquaise

CONTEXT

WINES AND SPIRITS

World N°1 in Port
French N°1 in Rum
French N°1 in Vodka

Wish to create the event around the use and tasting of the products.

CREATE THE EVENT

CREATE A NEW SHOPPING EXPERIENCE BY BRINGING REAL ADDED VALUE TO CONSUMERS

PROBLEMATICS

SOLUTION

WHERE TO BUY

WEBSITE

Integration of call-to-action on the Dillon brand website and on the recipe website.

SOCIAL MEDIA

Integration on the Poliakov brand Facebook page and posts.



Average engagement rate 3 to 5 points higher than the average for alcoholic beverages (on some media, this can increase to 8 points).

COMMITMENT RATES 3 TO 5 POINTS HIGHER

RESULTS

E-COMMERCE SENSITIZATION

The solution enabled the Marketing teams to be trained in a commercial dynamic around their brand media and to raise their awareness of the development of e-commerce.

HIGHLY QUALIFIED TRAFFIC

The group's distributor customers appreciate the solution, which provides them with highly qualified additional traffic.

