

RADIO case study

Total Wine & More

Background

- Total Wine & More is the country's largest independent retailer of fine wine operating 149 superstores across 20 states.
- There is a strong affinity among adult beverage consumers and sports, so Total Wine & More embarked on a sports marketing, experiential test in 2 priority markets.

Objectives

- Promote the Total Wine & More brand
- Drive traffic to local Total Wine & More retailers in Boston and Los Angeles

Solution

- Partnership with Katz Sports Marketing to create a customized multi-market, multi-team campaign with single source execution.
- The sports influencer campaign was activated in Boston and Los Angeles in partnership with WEEI and ESPN and included the following:



Total Wine
SPIRITS • BEER & MORE

Activation:

- WEEI-FM and Total Wine & More partnered up to host an appearance by Boston Red Sox Hall of Famer Jason Varitek at the Total Wine new Everett, MA store location.
 - :10 & :30 Second Live On-Air Promos during the Red Sox Radio Broadcasts
 - Online & Social Media Promotion
 - 1-Hour+ On-Site Appearance
 - Giveaways Consisting of One (1) Pair of Boston Red Sox tickets & various WEEI 93.7FM Swag
- ESPN Los Angeles and Total Wine & More hosted an appearance with seven-time NBA All-Star, three-time NBA champion and 1988 NBA Finals MVP James Worthy at the new Woodland Hills, CA location.
 - 15 Second On-Air Promos during the LA Lakers and Rams Radio Broadcasts
 - Online & Social Media Promotion
 - Nearly 2-Hour On-Site Appearance

Results

- Over 250 store visits to the Boston store and more than 200 store visits in LA.
- Campaign and partnership success led to 1Q 2017 activations in Minneapolis, MN with the Vikings, Milwaukee with the Green Bay Packers and Gainesville, FL with the Florida Gators. All proved tremendously successful.
- Next up: Katz Sports Marketing and Total Wine and More bring the program to the Bay Area in CA with the Golden State Warriors and Houston, TX with the Rockets in 2Q 2017!