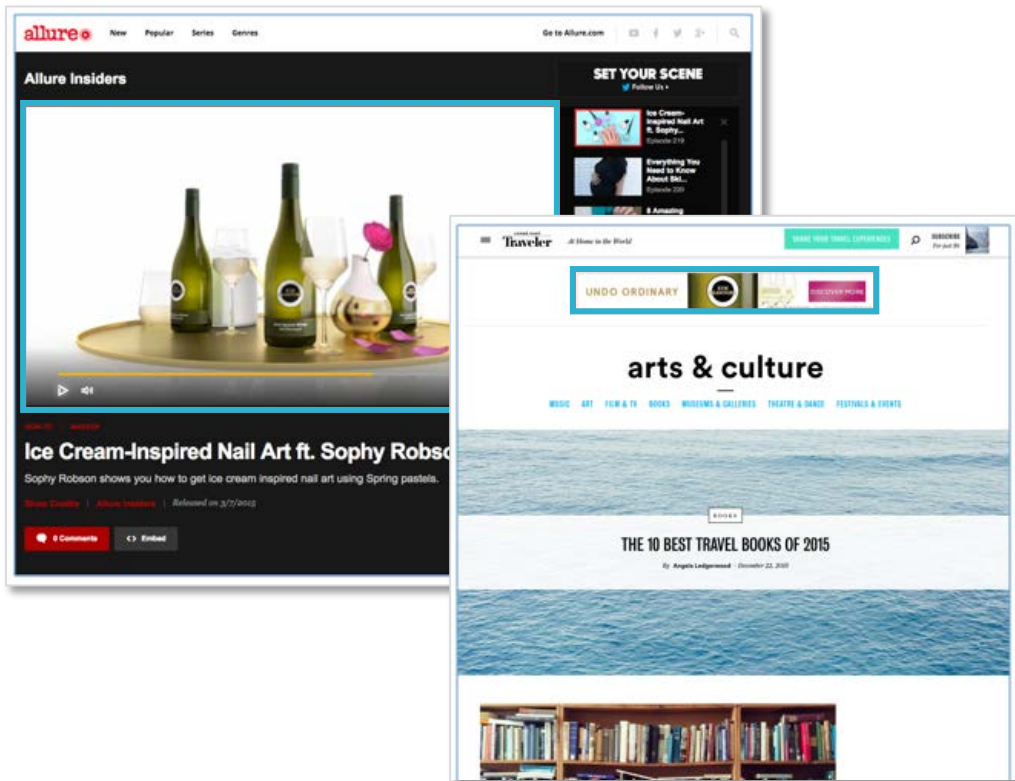


Case Study: Kim Crawford



Objective

Constellation brands wanted to raise awareness on their New Zealand brand wine, Kim Crawford, in the U.S.

Solution

A digital program on the Condé Nast's full collection included display banners and pre-roll. The Kim Crawford Wine ad targeting included a contextually relevant filter to reach their ideal audience of adults interested in entertainment and culture

Geography

National

Recommended Media

Full Condé Nast Collection

Outcomes

- Contracted impressions: 683,987
- Delivered impressions: 980,304
- Bonus impressions: 296,317
- Clicks: 2,277
- CTR: 0.23%

