



Hero Case Study - Alcohol

Consumer Connection for a Leading Spirit Brand

We work with a leading spirits brand to leverage consumer intelligence to improve their communication strategies.



Consumer Connection for a Leading Spirit Brand

The challenges they wanted to address:

- **More with less:**
They wanted innovative ways to engage their audience without compromising their marketing impact, while working with a reduced budget
- **To better connect with consumers:**
They needed to foster deeper connections with consumers in a rapidly evolving marketplace
- **To understand and better leverage consumer sentiment:**
They wanted an honest picture of how consumers feel about their brand and experiences around it. Then use these insights to shape their strategy to get closer to consumers

The spirited solution

Leveraging Talkwalker's Consumer Intelligence:

- **Real-time Social Listening**
They use Talkwalker's Consumer Intelligence Platform to monitor and comprehend consumer conversations across various social channels seamlessly
- **Insightful Trend Analysis**
They get real-time insights into consumer sentiment, preferences, and trends, driving the right strategic decisions

Innovative Campaigns:

- **Online Contests:**
Inspired by social listening insights, the brand launched various contests, leading to a peak of over 1,000 hits within hours and a total of over 20,000 inputs from their audience
- **Online Collaboration:**
Collaborating with global macro-influencers, the brand revamped an iconic song, driving high-levels of participation in user-created content during the campaign

Positive Results

- **Deeper Consumer Connections:**
Despite budget constraints, the team forged meaningful connections with their audience, enhancing brand loyalty
- **Engagement-Driven Initiatives:**
They launched new innovative campaigns that spurred high levels of consumer engagement
- **Driving the brand agenda:**
By leveraging real-time insights, they amplified awareness in key target markets





Socio-Economic Climate

Partnering with our alcohol sector clients we're seeing a laser focus on using social listening tools to better understand and respond to consumer needs. The role of the 'community manager' is increasingly important - for identifying the needs and realities of consumers

The importance of active 'real-time' monitoring

Talkwalker provides a single place to listen to what people are saying about your brand(s) online. Our spirit client used the insights from this data to quickly concept and launch effective campaigns to drive engagement. For example this included a "60-second challenge", creating more content and drove 18,300 registrations. Listening to and activating marketing initiatives



Why Talkwalker

At Talkwalker, we are committed to helping you understand your consumers in real time, providing a platform that allows you to combine social data with proprietary consumer and client data. Helping you create successful strategies that get you closer to your consumers and drive sales.

[Contact us](#)

