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LIST

CASE STUDIES OF EXCELLENCE



 geometry global
 

CAMPAIGN: "TAKE A RIDE ON THE SINISTER SIDE"
DEVIL'S CUT® VIRTUAL REALITY SAMPLING
CLIENT: BEAM SUNTORY, INC.
AGENCY: GEOMETRY GLOBAL

Millennial guys have a thirst for adventure and authentic product stories. So a bourbon with a genuinely, talk-worthy story made by extracting the liquid trapped deep inside the barrel provided a great opportunity to bring that story to life through innovative programming.

Jim Beam's Devil's Cut® Bourbon had a compelling above the line (ATL) campaign that told the one-of-a-kind story of Devil's Cut® in a memorable fashion. It was the below the line's (BTL's) role to bring the consistent message to consumers in an engaging way. It was this synergy and consistent messaging that were the keys to success.

The Opportunity:

Jim Beam challenged Geometry Global to leverage the ATL campaign's success and bring the TV commercial to life in a memorable way, making the brand more relevant to millennials while driving trial, distribution and sales in the on-premise.

With Devil's Cut® being a unique bourbon innovation, Geometry Global needed to take an equally innovative approach to the consumer engagement and push beyond conventional "liquid-to-lips" liquor sampling.

The Solution:

Born out of the insight that millennials value experiences over possessions, Geometry Global crafted the first-ever, immersive, 4D in-bar tasting experience using virtual reality (VR).

Instead of feeding consumers a typical brand story and shot, we let them viscerally experience Devil's Cut® Bourbon from the point of view of the liquid itself. The experience was so unique; consumers couldn't forget it or wait to share it.



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The Details:

Geometry Global was able to leverage a relationship with Samsung to acquire enough Gear VR headsets, mere weeks after their limited developer pack release. From there, we took this cutting-edge sampling program and new technology to 250 bars across the country, surprising our target with an experience that, like our bourbon, was a cut above anything else in the marketplace.

The VR platform, powered by Oculus Rift, gave us the design freedom to make consumers feel as if they were Devil's Cut® Bourbon itself, on a rollercoaster-like ride from stillpipe, to barrel, to shot glass. And, to complete the multisensory immersion, we added scent to the sights and sounds included in our VR experience. So when consumers took off their VR headset and saw a sample of Devil's Cut® Bourbon waiting for them, tasting the product became even more thrilling.

The Results:

Through this program, Geometry Global helped grow store count of Devil's Cut® by 10%*. We changed how millennial guys discover bourbon, giving them a bold brand and an experience they could call their own. The numbers prove it, with 39% more drinks sold per event than 2014 and an overall 29% sample-to-sale conversion rate (nearly double the benchmark)**.

Our VR experience also strengthened relationships with on-premise accounts, resulting in a sustainable increase in distribution. It also garnered 11MM+ earned media impressions, with coverage from Adweek, Chicago Tribune, Fortune and more, noting Devil's Cut® as the first spirits brand to use VR in-bar. The experience may have been virtual, but its success was a definitive reality.

*Source: Beam Suntory Aperity, R12 Months report - Dec 2015

**Source: Geometry Global post-event recap

Drink Smart®. Jim Beam® Devil's Cut® Kentucky Straight Bourbon Whiskey, 45% Alc./Vol. ©2016 James B. Beam Distilling Co., Clermont, KY