

Title Beverage Corp.



“En’ Title Yourself”

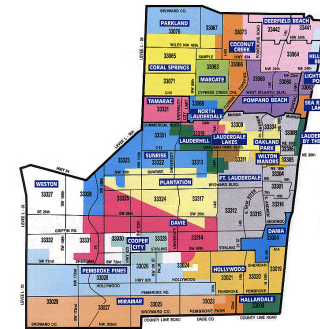
“En’ Title Yourself” was the sensory mindset we created utilizing the essence of the Title beverage portfolio, the universality of Sport, the Southern Florida level of accessibility to the Latin market, the Digital Launch “under-the-radar” approach to brand awareness and existing event programming in the marketplace.

Key focus was throughout the state with an emphasis on targeting high-traffic locations and events. MIAMI-DADE & BROWARD COUNTY

Campaign Goals



Florida = (TP) 18,014,927 - (LP) 3,612,812
 Miami-Dade = (TP) 2,373,297 - (LP) 1,457,501
 Broward = (TP) 1,767,681 - (LP) 401,105
 Palm Beach = (TP) 1,264,012 - (LP) 211,199
 Hillsborough = (TP) 1,157,007 - (LP) 252,568
 Orange = (TP) 1,050,676 - (LP) 249,032



Results:

- **20 Events Produced**
- **200 Brick and Mortar Retailers Opened**
- **5 TV Commercial Campaigns Produced and Aired**
- **10 Athlete Ambassadors Engaged**
- **5Mil Impressions garnered**

The key objective was to build brand awareness, drive the consumer to purchase and create an initial dialogue with the targeted/captured audience within the Latin Community.

