SoPost

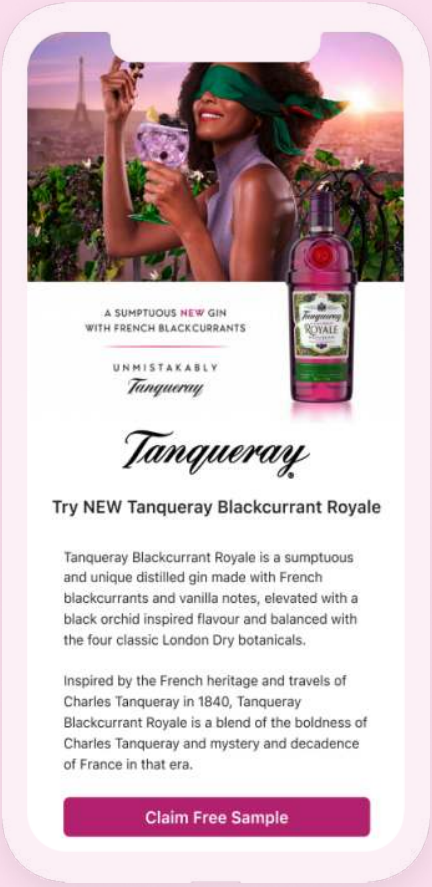
Tanqueray Royale

Building product and brand awareness prior to the holiday season



Objective

Tanqueray worked with SoPost to sample in the UK, with the goal of driving trial and awareness of their Tanqueray Royale Gin product in the lead-up to Christmas.



Solution

Using ads on Facebook and Instagram to target social media users, and SoPost's microsite product to include an age-gate function at the point of claiming, Tanqueray were able to offer consumers a free sample to be delivered directly to their chosen address to try at home.

2,600

targeted consumers received a sample

SoPost

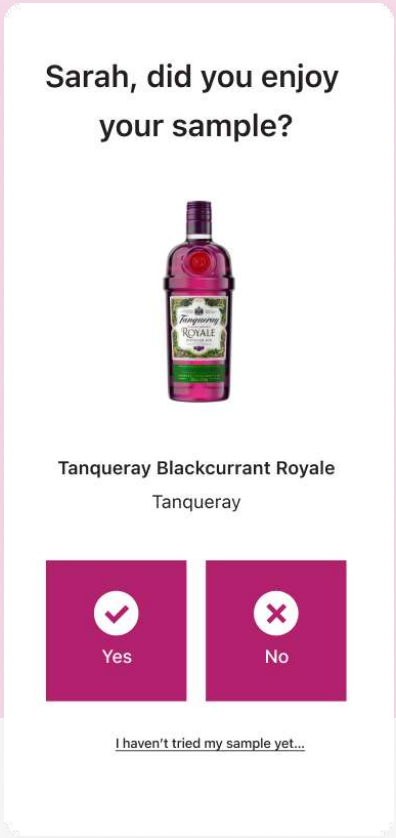
Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

30%
of consumers said they would drink the product with a meal at home or at the pub/restaurant

25%
of consumers told us they had gone on to purchase

★★★★½
4.76
average rating



81%
of consumers have already recommended Tanqueray Royale to a friend

89%
of consumers had already purchased, or were likely to



★★★★★

"We mixed this with some tonic and a bit of ice, and it was just delicious! Lots of lovely strong and mellow flavours melding together. The wee recipe card that came with it was great too, ordered a bottle to open at Christmas so will be trying the recipes then!"

sales@sopost.com