

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.



A SUMPTUOUS NEW GIN WITH FRENCH BLACKCURRANTS

UNMISTAKABLY
Tanqueray

Tanqueray

Try NEW Tanqueray Blackcurrant Royale

Tanqueray Blackcurrant Royale is a sumptuous and unique distilled gin made with French blackcurrants and vanilla notes, elevated with a black orchid inspired flavour and balanced with the four classic London Dry botanicals.

Inspired by the French heritage and travels of Charles Tanqueray in 1840, Tanqueray Blackcurrant Royale is a blend of the boldness of Charles Tanqueray and mystery and decadence of France in that era.

[Claim Free Sample](#)

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

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



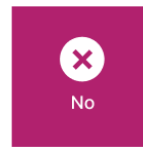
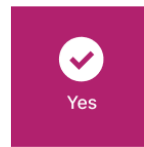
4.76

average rating

Sarah, did you enjoy your sample?



Tanqueray Blackcurrant Royale
Tanqueray



[I haven't tried my sample yet...](#)

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! ”

