

## Alcohol Advertising During Times of Uncertainty

Happy hours, celebrations and all other in-person social gatherings have shifted to virtual meet-ups. These changes are forcing alcohol marketers to think outside the bar to stay relevant with their audiences.



TripleLift offers many opportunities within Native, Branded Video and Display to effectively deliver your message to your target audience in ways that resonate. Partner with us to adapt your brand's strategy to fit these evolving times.

# 300%

Spike in sales in March, reported by alcohol app Drizly, as states and cities closed bars and restaurants and coronavirus social distancing began to keep people at home.

# 6.9x

Increase in searches for "Alcohol Delivery" in the past two weeks compared to all of 2020.

Source: NYPost, March 2020

# 34%

Increase in engagement with TripleLift's alcohol-related units since the rise of COVID-19.

Source: TripleLift Internal Data, March 2020

# 27.6%

Wine

# 14%

Beer, Cider, Malt Beverages

# 26.4%

Spirits

Increases in off- premise sales (i.e., grocery and liquor store) for the week ending March 14 compared to 2019 sales for the same week.

Source: Nielson Data, March 2020

## Premium Partner Examples

LDA Compliant

Vox

BuzzFeed

allrecipes.com

EATER

INSIDER

HGTV



REFINERY29

delish

COMPLEX

Daily Mail

The Guardian

comedy.com

People

US

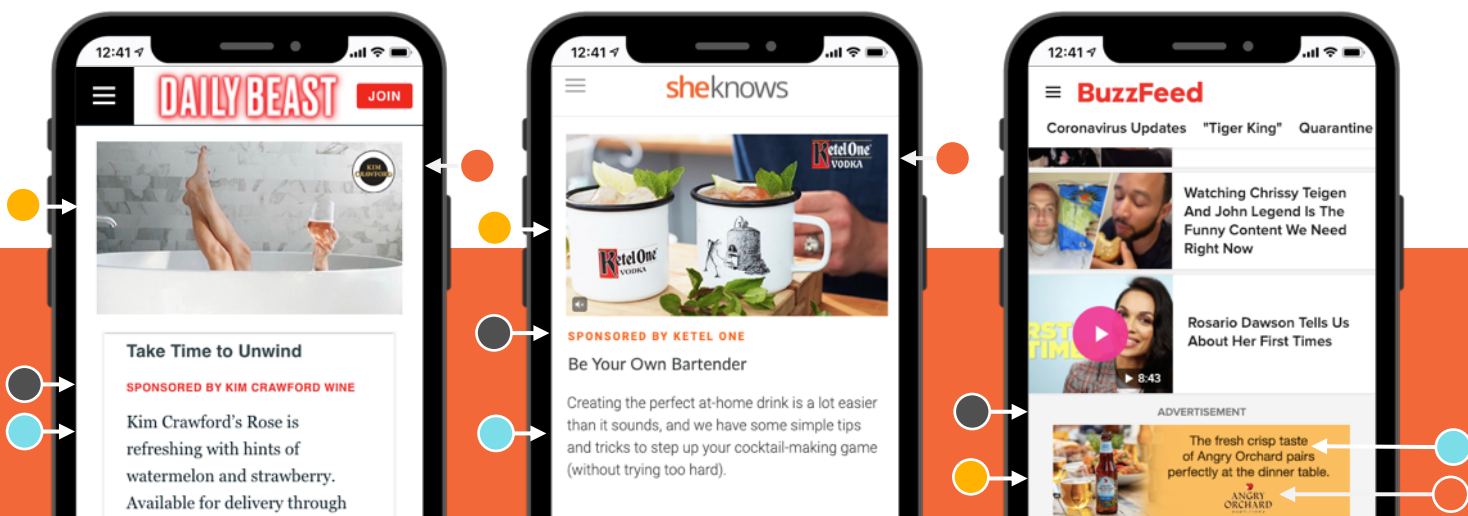
## Refining Your Creative Elements

Logo ●

Creative ●

Copy ●

URL ●



Native

Branded Video

Display

The best ads are contextual, adapting to the content environment but also keeping in mind what's important to your audience right now. In these uncertain times, here are some ways you can adjust your creative elements to make them more relevant to what's happening in the world.

## Best Practices



### Creative

Lifestyle creatives outperform standalone creatives. Showcase your product in-home, in a kitchen or dining room. Use our Branded Video format to show your audience how to make a signature cocktail.



### Copy

There are countless cocktails that can be made at home. Have your copy debut a new recipe or showcase how a beverage pairs perfectly with a virtual happy hour or show. If you are partnering with a delivery service or with a charity, highlight that in your messaging.



### URL

Get your product in your target audience's hands with the most direct clickthrough URL. We suggest your brand's 'Where to Buy' page or an alcohol delivery site.

## Collaboration Opportunities

### Media Planning Strategy for COVID-19

- + Inventory curated to target LDA compliant placements
- + Flexible campaign setup and optimization
- + Data driven insights to increase efficiency and scale
- + Native, Branded Video and Display available

### Creative Consultation

- + Recommendations on best performing creatives
- + Rethinking headline and copy
- + Repurpose assets from other media channels

Reach out to your TripleLift representative to activate your package.

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