

NH Liquor & Wine Outlet

Campaign: Seasonal Campaign

Overview

With more than 65 locations statewide, New Hampshire Liquor & Wine Outlets (NHLWO) sought to drive traffic and boost sales at its statewide stores during the peak holiday season of October to December. To do so, NHLWO partnered with EVR Advertising—an agency with expertise in effective marketing strategies in New England and beyond.

Challenge/Objective

NHLWO aimed to attract consumers from the bordering regions of Massachusetts and Maine who frequented New Hampshire for tax-free shopping. The objective was to entice holiday shoppers with NHLWO's extensive product selection and competitive pricing.

Strategic Approach

With the assistance of third-party research tools, EVR strategically segmented audiences with relevant profile characteristics to inform the tactical selection of specific media channels and messaging. Creatively, EVR utilized a wide range of colors, shapes and sizes of spirit/wine bottles to create a holiday-inspired creative direction and concept.

Tactics

Media tactics included billboards and a mix of newspaper, magazine and radio ads placed on key stations and publications in the target areas.

As for visuals, creative elements used the appeal of various spirit and wine bottles to create holiday-themed displays, emphasizing product variety and affordability while messaging reinforced the core concepts of value, selection and tax-free savings.



Results

The campaign's immediate impact was evident, resulting in increased foot traffic and record-breaking sales, with an impressive 6% retail sales growth compared to the previous year.



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