

GREY GOOSE

Grey Goose x Everyman

Background

- Grey Goose has had a long-standing relationship with film and cinema, maintaining a strong presence each year at Cannes Film Festival and the Golden Globes. OMD & Fuse were tasked with identifying the perfect property and proposal to celebrate this association in the UK.

Idea

- Everyman, with its luxury boutique venues, was the perfect environment for Grey Goose to engage an experience seeking, upmarket audience. The elevated, immersive cinema experience – with cinemagoers having food and drinks, including cocktails, brought to your sofa-style seat whilst watching the film - perfectly complemented the premium positioning of Grey Goose and could both encourage drinks trial and improve brand perceptions.
- The partnership ran for nine months across all 28 Everyman cinemas, giving Grey Goose access to upmarket cinemagoers through on-screen activity as well as presence within Everyman's luxury bars, exclusive screenings and events. Everything was co-branded to ensure Grey Goose was fully immersed into the fabric of the cinemas – even hosting events to celebrate the opening of two new cinemas during the campaign.
- Grey Goose created a series of beautiful bespoke arthouse assets with a co-branded ident, which played out in the Silver Spot for the duration of the partnership and in front of all members' preview screenings. These were also used across Everyman's digital assets, magazine, owned and earned channels and in foyers and bars with a bespoke Grey Goose serve on the menu.

Results

- Partnering with Everyman's boutique cinemas gave the campaign the real WOW factor, with Grey Goose's beautiful and iconic assets delivering 17.9m impressions over nine months, and contributed to an increase in volume of people drinking Grey Goose vodka.



Campaign Details

Sector	Alcohol
Target Audience	ABC1 Adults
Package	Everyman Partnership
Agency	OMD & Fuse