



TOTAL WINE'S INTEGRATED PRINT + DIGITAL MARKETING STRATEGY IS REACHING THE RIGHT PEOPLE TO GROW AWARENESS.

TOTAL WINE

ABOUT

Total Wine carries a wide variety of wines, beers and other fine beverages in stores across the U.S. They focus on providing an excellent experience for wine lovers across the country with dedicated experts in their stores and low prices on fine wines, beer, and spirits.

CHALLENGES

After a year of growth and expansion, Total Wine wanted to develop a strategy to capture market share by building out a campaign in Phoenix focused around engagement and awareness.

SOLUTIONS

Total Wine partnered with us for a print plus digital marketing approach to reach their target demographic, using LOCALiQ solutions including:

- Newspaper Print Ads
- Video Production
- Social Media Marketing
- Branded Content

RESULTS

LOCALiQ's marketing solutions worked to create a viral campaign for Total Wine in the Phoenix market by promoting their brand and offerings across several digital platforms, amplified by newspaper print ads and social media sharing. Through this campaign, Total Wine was able to reach and engage with their audience at a large scale and increase awareness for their brand.



Total Wine has since expanded their marketing campaign with LOCALiQ's solutions and continues to see results.