


fonemedia × The Good Spirit Co

Product ← Sales Awareness ↑

➔ The brief

The Good Spirit Co, a specialist drinks retailer in Glasgow, aimed to raise awareness of their stores and boost sales before Christmas.



**Mobile Direct**
generalised audience

✔ Geographic

✔ Language

✔ IAB category


1.13%
CTR


85.70%
Viewability rate

➔ The solution

fonemedia proposed a **Mobile Direct** campaign **targeting users over 21 within a 5-mile radius** of Glasgow, focusing on those interested in specialist spirits, food, and drinks.

➔ The results

**450,000**
Impressions

**100**
Clicks per day

The campaign generated over **450,000 impressions** and **around 100 clicks per day**, raising significant awareness of The Good Spirit Co's Christmas offers. The audience responded best to the wide mobile banner, leading to recommendations for future campaign optimisations.

➔ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.



Contact us

info@fonemedia.co.uk
0113 834 6399
Suite 4.2 / 1175 Century Way
Thorpe Park
Leeds
LS15 8ZB
To learn more, visit **fonemedia.co.uk**

