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BEER SELLS OUT IN PUB USING ONLY NON-TRADITIONAL MARKETING

SEATTLE - Using only non-traditional and guerilla marketing to promote themselves, Belgian brewing company Duvel was tapped dry at a local pub in San Francisco. On a Wednesday. The night before Christmas Eve.

How is this possible? A multi-faceted campaign by Duvel, conceived and executed by San Francisco branding agency Real Branding and Seattle-based guerrilla marketing experts GoMobile were behind the overwhelming success that sold out Duvel's latest creation, Duvel Green. "We predicted overwhelming interest from the public for the Duvel Green promotion, but the response we received was tremendous and outweighed our expectations," says Ryan Moss, Marketing Director at GoMobile. This sell-out event was one of almost 20 Duvel Green bar events that took place in New York City, Chicago and San Francisco during the month of December 2009. To promote the events, Real Branding and GoMobile traded traditional TV, radio and print advertising for experiential and guerrilla marketing, using building illuminations, wild postings, street teams, and giveaways to generate awareness and encourage sampling. All in all, GoMobile estimates over 100,000 interactions with the Duvel brand were had over the course of the campaign.

The concept of the campaign revolved around Geocaching, an activity where geographical points are used as clues to lead participants on a journey to find a reward or treasure. Taking advantage of the limited availability of the beverage, building projections and wild postings provided clues with latitude and longitude points of the closest spot they could get Duvel Green, making finding the beverage an adventure. To create lasting relationships with consumers, street teams of 50 people per market distributed branded coasters that doubled as passes to a VIP party hosted by Duvel Green while engaging consumers about the distinct taste of the premium beverage. Duvel Green partnered with select bars in each market to hold events where customers who tried the beverage could keep the one-of-a-kind glass it is traditionally served in, and a microsite, DuvelGreenDiscovered.com, was created to tie the experience together for participants.

Over the course of the three-week campaign, 100 wild walls were installed made up of over 2,000 posters, over 1,000 Duvel Green signature glasses were given away, and over 25,000 coasters were distributed. The three-week campaign wrapped up December 28, with VIP parties hosted by Duvel Green in New York City, Chicago and San Francisco. For more information, visit DuvelGreenDiscovered.com.

About GoMobile

GoMobile is a non-traditional and guerrilla marketing company that sparks instant, intimate relationships between brands and consumers to ignite a wildfire of meaningful, lasting brand conversation through efficient, strategic, and targeted non-traditional marketing experiences. For a media kit, visit www.BeyondTraditional.com or call 877-727-6551.