

RADIOcase study



Smirnoff Ice

Objectives

- Strengthen the Smirnoff Ice brand connection with Hispanic females (W21-34) in key markets.
- Build consumer awareness during key summer months (Memorial Day to Labor Day).

Solution

- Katz Marketing Solutions and Smirnoff Ice tapped into the authentic connection between local personalities and their listeners on targeted Hispanic radio stations.
- From Memorial Day to Labor Day (the unofficial start and end of summer) station personalities shared their love for Smirnoff Ice on-air, through social media, and in person – hosting Smirnoff Ice events at local retail outlets.
- In addition, Smirnoff Ice and local radio stations awarded local listeners with a Smirnoff barbecue party – hosted by the local station personality – complete with a brand new grill, food, and Smirnoff Ice.

Results

- Smirnoff Ice reinforced its strong position in key Hispanic markets, mirroring key passion points for targeted consumers.



- DJ Brenda | KVIB-FM | Phoenix
- DJ Valencia | KBBT-FM | San Antonio
- DJ Karina | WYUU-FM | Tampa