

CASE STUDY

CLIENT: Pernod Ricard USA

INDUSTRY: Hospitality



Stoli Blueberi: A Tasty Launch Focused on Fun and Flavor

In 2006 Pernod Ricard USA was preparing to launch its latest offering, Stoli Blueberi. The company wanted to get the product into the hands of those who would sell it: bartenders, restaurateurs, retailers and other industry influencers. Pernod Ricard USA came to Metis with a mission to build excitement and demand for the product in Boston and on Cape Cod.

In addition to a direct mail campaign and facilitating private tastings with restaurant and club owners throughout Boston and Cape Cod, Metis created, managed, executed and promoted several VIP events at popular Boston nightspots, including Venu Nightclub, Felt and the [Colonnade Hotel's rooftop pool and bar](#). Additionally, Metis hosted and promoted an invitation-only party at Cape Cod's Surf Club restaurant. In total, more than a thousand industry influencers attended the four events, where bartenders served the recipes they had developed in response to the "Create a Stoli Blue Cocktail Contest," a key element of the launch.

The high-end affairs, timed to coincide with the start of vodka's peak summer selling season, featured live music and DJs, professional dancers, models dressed as mermaids, ice sculptures and free-flowing samples of Stoli Blue.

Beyond producing four well-attended and much-discussed parties, Metis succeeded in getting the product into the hands of hundreds of people influential in consumers' cocktail selections, working closely with Stoli's network of national and international marketing staff to convey the key messages of the campaign. ///



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