

Distilling Competitive Success with a Multi-Channel Strategy



Somebody Digital teamed up with StackAdapt to craft a multi-channel marketing campaign, with DOOH as the key ingredient to help Ramsbury stand out in the competitive spirits market. The campaign spotlighted Ramsbury’s sustainable values while driving visibility at premium retail locations like Sainsbury’s and Waitrose.

Strategic DOOH placements and a well-shaken multi-channel retargeting strategy helped deliver 32 million impressions.

StackAdapt’s Creative Studio elevated the campaign with engaging ads across DOOH, connected TV (CTV), and display, mixing creativity with strategy to boost visibility and engagement.

32.4M
Impressions across all channels.

99%
Increase in website sessions.

9.7
Average audience frequency.

Solutions Used	
Multi-Channel	DOOH
Retargeting	Display
Creative Studio	Video



Ramsbury
The Client
Ramsbury is an independent distillery in England, celebrated for its handcrafted vodka and gin. They distill excellence through eco-friendly processes, keeping sustainability at the heart of their operations.



Somebody Digital
The Agency
Somebody Digital is an award-winning agency specializing in paid media, analytics, and digital marketing. Known for brewing up results-driven strategies, they help global clients succeed across diverse markets and in multiple languages.



StackAdapt
The Marketing Solution
StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

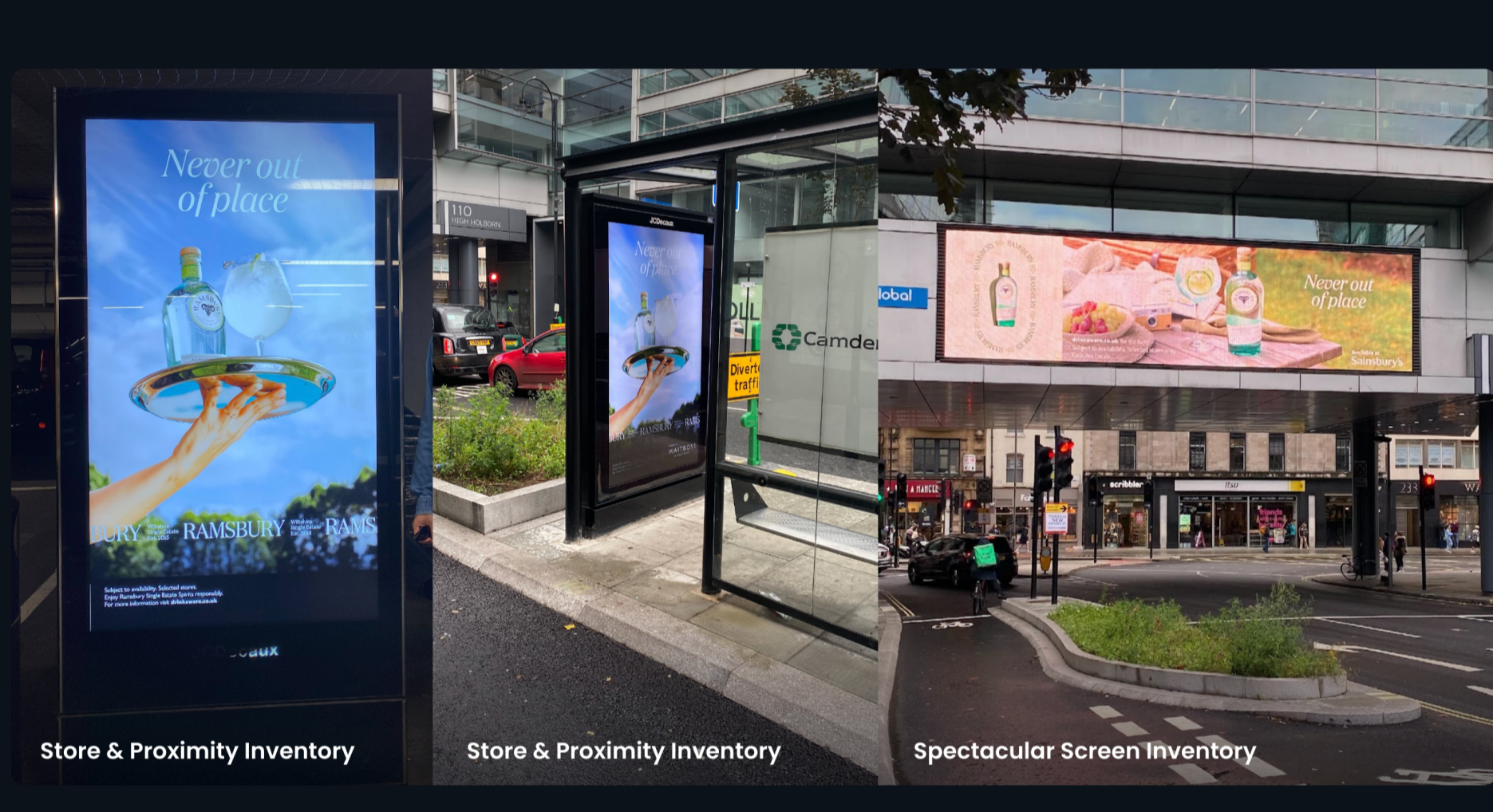
Challenge

Somebody Digital needed a partner to help Ramsbury pour their way into the competitive spirits market, expand their reach, and increase in-store purchases—all while spotlighting Ramsbury’s commitment to sustainability.

Strategy

Working with StackAdapt, Somebody Digital developed a high-impact multi-channel strategy that featured DOOH ads displayed in high-traffic areas, engaging CTV spots, and dynamic display ads for retargeting.

The campaign aimed to not only drive in-store purchases, but also elevate Ramsbury’s profile as a sustainable brand in a competitive market.



Execution

01 Strategic DOOH Placements

To craft the perfect pour, StackAdapt collaborated with their premium inventory partner JCDecaux to strategically position Ramsbury’s ads within one kilometre of Waitrose and Sainsbury’s locations

These placements in high-traffic urban and suburban areas ensured key shoppers were reached near points of purchase, resulting in **16 million impressions** and measurable impact.



02 Creative Studio

To stir up engagement, StackAdapt’s Creative Studio team crafted rich media assets that spotlighted Ramsbury’s blend of sustainability and luxury.

Using formats like in-banner video, discovery ads, and interactive hotspots, the campaign shared valuable insights about the brand’s flavours and product processes, delivering **10.8 million impressions**.

Hotspots	IBV	Discovery

03 Multi-Channel Retargeting

To drive conversions and keep interest flowing, a personalized multi-channel retargeting strategy was concocted. Audiences exposed to DOOH and CTV ads were re-engaged with storytelling display ads, guiding them further down the funnel.

This strategy resulted in more than **4 million video views**, a **99% boost in website sessions**.



Outcomes

Distilling key insights from the campaign, Somebody Digital is toasting to ongoing success, refining their strategy with StackAdapt, and looking forward to even more impactful results in this competitive market.

StackAdapt | Reach out to the StackAdapt team for more information.