

# Goose Island Beer Company: Sunday Brunch with The Head and The Heart

## A HUBBARD CHICAGO CASE STUDY

### *Serving Up Exposure for Goose Island's Sofie Mimosas and a Memorable Music Experience*

#### SNAPSHOT

Goose Island Beer Company wanted to showcase its Sofie Mimosa in a unique, engaging way that would generate excitement and delight customers. Hubbard Chicago delivered a seamless VIP event at the Goose Island Barrel Warehouse, featuring brunch and live entertainment from The Head and The Heart.

#### GOALS

With the help of Hubbard Chicago, Goose Island identified three marketing goals related to its Sophie sparkling ale:

- Lift awareness for both the Goose Island and the Sofie brands among Chicago consumers.
- Create an engaging experience to build positive brand perception.
- Leverage the WTMX listener audience to generate word of mouth and social media buzz.

#### THE MARKETING SOLUTION

With a spacious warehouse at its disposal, Goose Island was in a unique position to host an unforgettable event. And with Sofie Mimosas at the center of the marketing need, brunch was a natural fit. The team at Hubbard Chicago and WTMX 101.9 The Mix developed a campaign promoting an exclusive, invitation-only brunch at the Goose Island Barrel Warehouse.



Following

Listen at 7:20a, 11:20a & 4:20p for your chance at passes to an exclusive Sunday brunch featuring @headandtheheart at @GooseIsland!



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### THE MARKETING SOLUTION (CONT'D)

The event would put the spotlight on Sofie Mimosas, with catering by Little Goat Catering. To top it all off, guests would enjoy a live performance by indie folk band, The Head and The Heart.

To reach adults aged 25 to 54 in Chicago, the campaign leveraged 101.9 The Mix airtime and ads, social media posts, and digital banner ads. The Mix talent promoted “listen-to-win” chances for exclusive passes to “Sunday Brunch with The Head and the Heart.”

### RESULTS

The sweepstakes and Sunday brunch were a resounding success. Submissions came in across channels every day of the sweepstakes, and attendees were blown away by the beautiful setting, delicious meal, and amazing music. The Sofie Mimosas were a crowd-pleaser as well, and the event was both intimate and memorable.

### INFORMATION:

**Industry:** Beer and Brewing

**Market:** Chicago metro area

**Company:** Goose Island Beer Company

**Campaign Dates:** July-August 2017

**Target Audience:** Adults 25-54

**Solutions Utilized:** WTMX air time and ads, sweepstakes, social media posts (WTMX Facebook, Twitter, Instagram), email blast, digital assets, live event



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