

# Check Your Drink Case Study

Empowering Safety Through Strategic Marketing and Innovation

## The Company

Founded in 1990, Alcohol Controls is dedicated to helping establishments optimize their bar profits and revenue. The company offers a wide range of everyday-use products designed to maximize potential earnings and improve operational efficiency. While its expertise is in bar industry products, the company had little to no experience with safety-focused products in this specific category.

## The Problem

The primary challenge for Alcohol Controls was determining how to present and market this innovative product to existing business customers while also exploring its potential for consumer markets.

## Challenges

### Product Adoption

Educating customers on how the product worked was critical due to its novelty in the market. With few competing products, the lack of awareness posed a significant hurdle.

### Marketing Strategy

Developing an effective and aggressive marketing strategy was essential to drive rapid adoption and sales growth.

### Ideal Market Segement

Develop strategies to better engage clients and build long-term relationships.

### Research

The first step was an in-depth analysis of competitors and their approaches to similar products. Additionally, Alcohol Controls surveyed loyal business customers to gauge their interest and understanding of the product, identifying key concerns and opportunities.

### Marketing Strategy

A comprehensive marketing strategy was designed, focusing on three key phases:

- Launch Phase:** Introduced the product to the market through targeted campaigns, leveraging educational content to drive awareness.
- Adoption Phase:** Highlighted the product's benefits and ease of use, utilizing testimonials, case studies, and direct outreach.
- Retention Phase:** Focused on repeat purchases and long-term relationships with B2B customers through discounts and exclusive offers.

The strategy outlined necessary materials, platforms, and advertisements tailored specifically for the product line.

## The Background

Alcohol Controls was approached to become the sole distributor of Check Your Drink, a spiked drink test kit, in the United States. Despite its expertise in bar industry products, the company had little to no experience with safety-focused products in this specific category.



## Solution

### Creation

To support product adoption, I developed a range of marketing materials:

- Brochures:** Included detailed usage instructions and facts about drink spiking.
- Order Inserts:** Highlighted product features and statistics about drink spiking, included with every purchase.
- Digital Campaigns:** Created targeted ads for Amazon, social media, and the company website.

### Retargeting

After the initial launch, data revealed strong demand among individual consumers on platforms like Amazon. In response, the strategy evolved to accommodate both B2B and B2C markets:

- Offered bulk discounts for B2B customers to incentivize large orders.
- Priced competitively for B2C customers purchasing smaller quantities.

## OUTCOME

The Check Your Drink product line quickly became one of Alcohol Controls' top sellers, achieving significant success across both B2B and B2C markets. Highlights include:

- **Sales Growth:** Monthly Amazon sales alone exceeded \$50,000, with consistent growth over time.
- **Supplier Partnership:** The supplier was impressed by our innovative packaging design and marketing approach, leading to additional product variations such as matchbooks, wristbands, and slider packs.
- **Market Impact:** The product's success demonstrated the potential of safety-focused innovations within the bar industry, establishing Alcohol Controls as a leader in this niche.
- **College Adaptation:** The product gained traction across various college campuses, with universities wanting to protect their students, with Tulane University being a notable example.
- **Festival Usage:** Many festivals have opted to make Check Your Drink available for guests to use.

## Documentation

- **Monthly Reports:** Provided detailed insights into campaign performance and recommendations for continuous improvement.
- **Marketing Materials:** Included brochures, flyers, order inserts, and digital assets.
- **Marketing Strategy:** Comprehensive plan outlining launch, adoption, and retention phases.