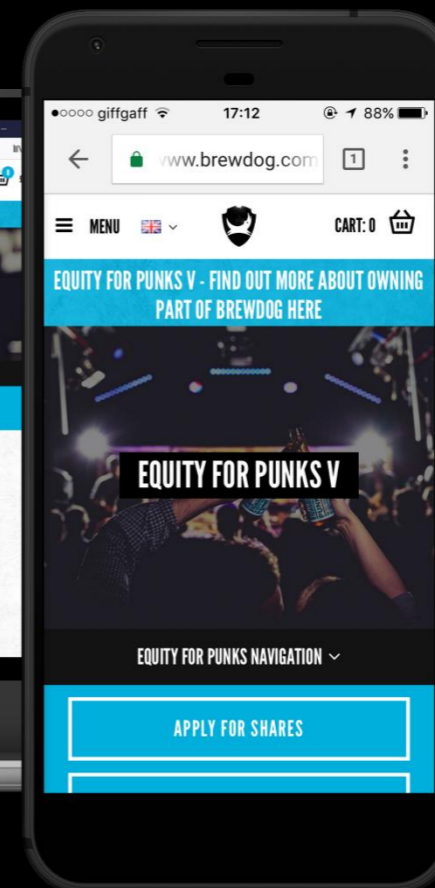
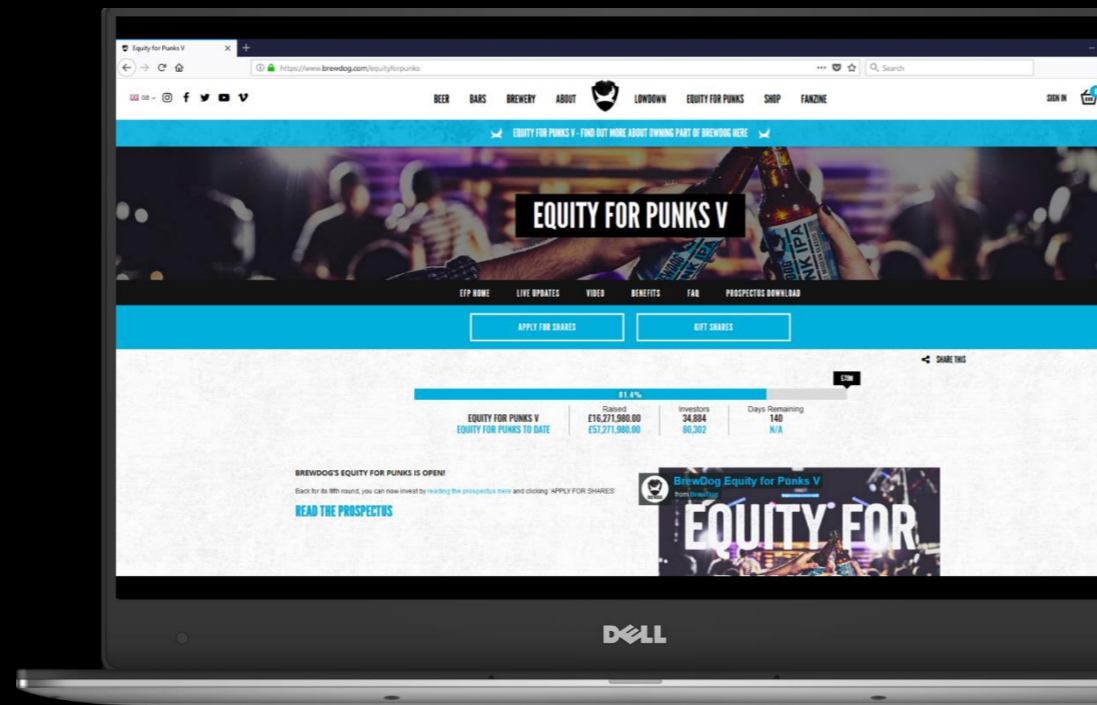




**BREWDOG**

## BrewDog PPC Case Study

<https://brewdog.com>  
B2C Lead Gen



**cleandigital**

## PPC Channels Managed



facebook®



Linked in



cleandigital



## Brief

- **BrewDog need no introduction. Great beer and some of the most memorable marketing in the UK has seen in the last decade. We were tasked with translating that infamous offline marketing spirit, online. By running their biggest paid media campaign to date.**
- **The initial goal for the whole “Equity For Punks V” campaign, where new and existing shareholders can buy shares in BrewDog, was to raise £10 million in 90 days. Deadline was then extended to October 2018 & new target of £25 million was set.**
- **Aside from the goal of helping raise the target amount of crowdfunding, we were also tasked with being as creative as possible to find new routes to audience whilst maintaining BrewDog’s unique tone of voice in all our marketing messaging.**



# Method

## Looking Beyond Craft Beer Fans

- We had to **think outside the box** to find new shareholder who had associative interests that weren't immediately obvious. Such as:
  - **Music Fans and Bands:** (especially alt rock, rock, metal, Scottish bands etc)
  - **Pet Owners**
  - **Alternative Investment & Crowdfunding enthusiasts**





# Method

## “Hello, My Name Is...”

- **Equity punks in 9 European countries were given the chance to uniquely name their new regional beer with this promotion.**
- **We cross promoted it in Facebook Ads to the relevant markets in a bid to attract new investors.**
- **i.e. “Hello my name is Ingrid” for the Swedish market.**

**BrewDog** Sponsored (demo) · Like Page

Our awesome craft beer community in Sweden inspired our extra-special 'Hello My Name Is Agnetha'; a double IPA infused with lingonberry. We currently have 1,851 Equity Punks in Sweden who have already joined our ranks. The fifth round of Equity for Punks is open! Capital At Risk.

Find out more at [brewdog.com/sv/equityforpunks](https://www.brewdog.com/sv/equityforpunks)  
Our Equity Punks get exclusive beery benefits!

[WWW.BREWDOG.COM/SV/EQUITYFORPUNKS](https://www.brewdog.com/sv/equityforpunks) Learn More

175 10 Comments 8 Shares



## The Final Countdown

- As we drew nearer to the 90-day deadline, we adapted our messaging to instill a **sense of urgency** with anyone who hadn't purchased shares yet.
- i.e. "5 days left to invest, 24 hours left to invest" etc

BrewDog Equity for Punks V - 2 Days Left To Invest

[www.brewdog.com/equityforpunks](http://www.brewdog.com/equityforpunks)

The Clock is Ticking! Changing the World of Beer. Forever. Capital At Risk.

BrewDog Equity for Punks V - 24 Hours Left To Invest

[www.brewdog.com/equityforpunks](http://www.brewdog.com/equityforpunks)

The Clock is Ticking! Changing the World of Beer. Forever. Capital At Risk.



# Method

## Dynamic > Static

- We used Google Scripts and Google Sheets to scrape the live progress of the campaign from our landing page.
- We then used **dynamic ad customizers** to show this live data in our Google Ads.
- i.e. “67% of our target raised” and “Join 14,367 other equity punks and own part of BrewDog”. This data was uploaded **every 5 minutes**.

BrewDog Equity For Punks V - 67% Of Our Target Raised

[www.brewdog.com/equitypunks](#)

Thanks To Our Craft Beer Crusaders. Equity for Punks V Is Open. Capital At Risk.

You've visited brewdog.com 2 times. Last visit: 2 days ago

[Equity For Punks Benefits](#) · [Live Updates](#) · [Prospectus Download](#) · [Equity For Punks Video](#)



# Results

**Beat the £25 million stretch crowdfunding target, raising £26.2 million in 1 year.**



**£6.62 million direct contribution from just PPC channels**



**Over 9,000 unique Google Ads ads & 3,000 unique Facebook Ads**







# Results

## Winner of 2 UK Search Awards 2018

### ➤ Best FMCG Campaign

#### JUDGES' COMMENTS

*This entry was novel and had an excellent use of playful branding with strong creative execution. We loved that the campaign was used for crowd funding, with good target demographics.*



### ➤ Best Integrated Campaign

#### JUDGES' COMMENTS

*This campaign is an excellent example of a small agency punching well above their weight - and delivering amazing commercial success for their client in a creative way.*

*Clean Digital has good attention to commercial targets with direct attributable value cited.*





## Contact Info

**Want to hear more about the work we do at Clean Digital?**

- **Click here: <https://cleandigital.co.uk/case-studies.php>**
- **Or e-mail [rod@cleandigital.co.uk](mailto:rod@cleandigital.co.uk) to arrange a chat**