

Archer Roose

When Marian Leitner started Archer Roose in 2018, drinking wine out of an aluminum can was a faux pas on a level with eating your soup through a straw. In an industry dominated by male-founders and unbelievable snobbery, Marian made it her mission to democratize wine drinking for the masses, by making high quality, luxury wine accessible in (you guessed it) cans. Turning the category on its head, we worked to create a brand that defied all expectations and rules. With Elizabeth Banks (Cocaine Bear, Wet Hot American Summer, etc.) as the spokesperson, the full-funnel campaign leaned heavily on social and mobile advertising to evangelize its promise to the masses. Short, social friendly films and piles of content were created with the intention of converting traditional wine connoisseurs to an army of can-crazy wine drinkers. The brand saw a +926% growth in organic social engagements, +1,106% growth in organic reach and +2,999% growth in organic impressions. Mobile videos saw a completion rate of more than 80% on YouTube, nearly 315% higher than the average 205 VCR benchmark.