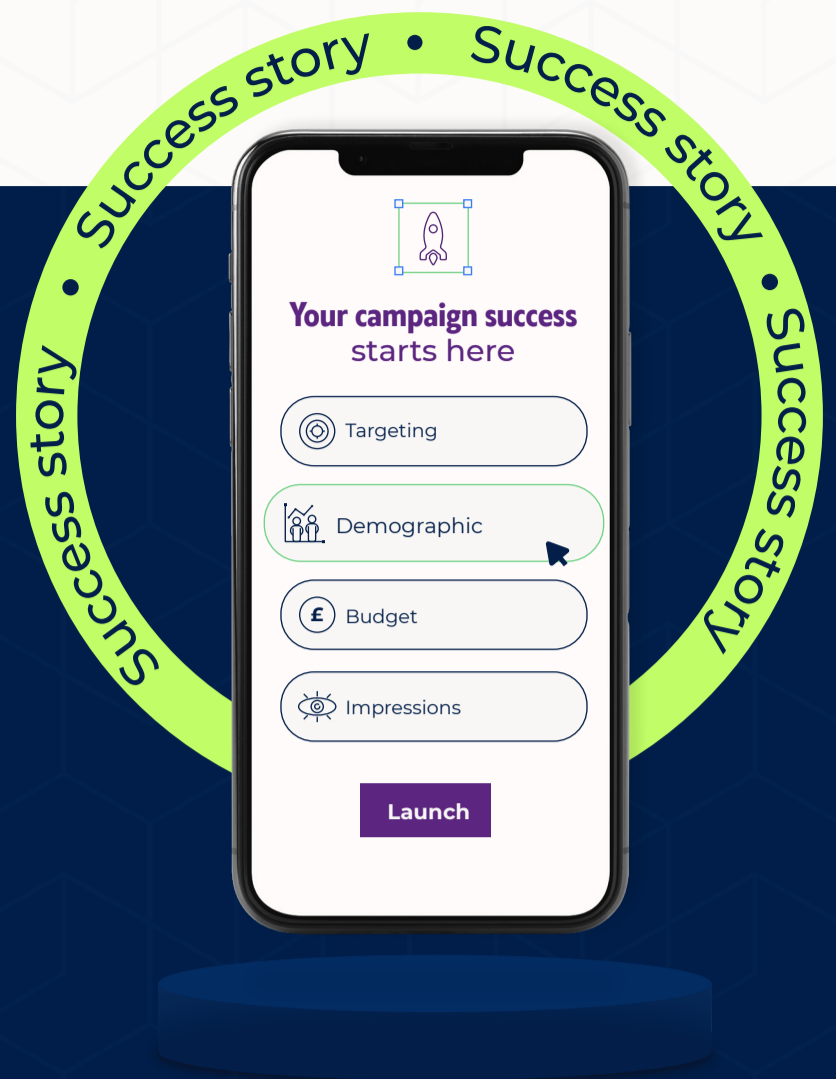


# fonemedia × The Good Spirit Co.

Product ← Sales Awareness ↑

## → The brief

The Good Spirit Co., a specialist drinks retailer in Glasgow, aimed to raise awareness of their stores and boost sales before Christmas.



### Mobile Direct

generalised audience

- Geographic
- Language
- IAB category

1.13%  
CTR

85.70%  
Viewability rate

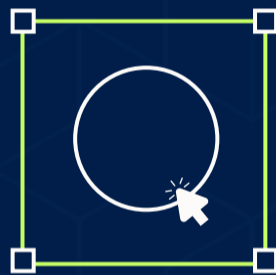
## → The solution

fonemedia proposed a **Mobile Direct** campaign targeting users over 21 within a 5-mile radius of Glasgow, focusing on those interested in specialist spirits, food and drinks.

## → The results



450,000  
Impressions



100  
Clicks per day

The campaign generated over **450,000 impressions** and **around 100 clicks per day**, raising significant awareness of The Good Spirit Co. Christmas offers. The audience responded best to the wide mobile banner, leading to recommendations for future campaign optimisations.

## → About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure a cost-effective and highly targeted top-of-funnel awareness across multiple industries.

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