

## Hydro Flask

### Background

Hydro Flask is a provider of double-wall vacuum-insulated water bottles, beer growlers and coffee flasks that can keep beverages hot or cold. As a relatively young company, the brand wanted to expand and grow within a local market.

### Objectives

- Increase awareness for Hydro Flask.
- Inform target audience of the launch of a new 32-ounce double-walled water bottle.
- Drive sales and grow database for future promotions.

### Strategy

- Leverage radio's ability to reach their on-the-go target audience in the local market.
- Partner with Clip Radio - a technology company that produces a mobile radio app that allows listeners to hear ads from a radio station and see a visual component, which links the ads to drive click-throughs to the Hydro Flask website and sales.

### Solution

- An enter-to-win promotional campaign including 10% discounts for Hydro Flask products and other giveaways. These promotions were unique to the Clip Radio app and did not run elsewhere. Listeners who tapped onto the Hydro Flask ad received product information.
  - For a discount or free shipping option via the app users were directed to the Hydro Flask site for ordering.
  - Those listeners that opted-in were added into an email database for future marketing efforts.

### Results

At the end of the five-week campaign, Hydro Flask experienced an increase in brand awareness and over 640 potential new customers were added to their CRM database for future messaging.

Metrics	Performance
Impressions	141,300
Opens	18,700
Open Rate %	13%
Engagements	4,400
Engagement Rate %	24%
Unique Emails	640



“When you know your audience, you can effectively address their needs and wants,” stated Lucas Alberg, Marketing Manager, Hydro Flask. “Then, taking it a step further and addressing them in a creative manner is a great way to additionally differentiate your brand.”

Marketing Sherpa Article