

CASE STUDY: PATRÓN SECRET DINING SOCIETY

Bringing An Online Campaign to Life

THE CHALLENGE:

In early 2010, Patrón Tequila launched an online community called Patrón Social Club, which featured a special members-only program called the Patrón Secret Dining Society. On a bi-monthly basis, Club members were invited to enter a raffle to win seats at the Secret Dining Society events, which took place in cities around the country, including Las Vegas, Baltimore and Milwaukee. Bullfrog & Baum was hired to obtain local-market media attendance as well as coverage on these events – for which information was kept top secret up to the very minute of each event – and to publicize the campaign as a whole to national media.

THE SOLUTION:

To obtain interest in the Patrón Social Club and Secret Dining Society, B&B began by anchoring the campaign to the national trend in pop-up experiences and social clubs. By putting the events into a relevant context and inviting media to engage with the social media platform, the agency was able to secure coverage in national broadcast and business outlets.

B&B extended this approach in each city, targeting key local writers and radio media, who were invited to participate in the full Secret Dining Society experience. They were given access to the online platform and as well as seats at their respective events – without revealing where the event would take place and what to expect.

THE RESULTS:

Within the three-month program, B&B achieved more than **17.75 million consumer media impressions**, and filled each event's media seats to capacity. By keeping the event's details secret, the agency ensured that the media would experience the desired awe for the events, in turn producing comprehensive coverage in local publications, communicating the campaign's goal brand messaging. In addition, national business media included the Patrón campaign in stories on the pop-up trend as a new means of brand marketing, and covered its impact on the brand's consumer loyalty and awareness.

