

DISARONNO Virtual Tasting Case Study

Problem

How does DISARONNO gain awareness and trial in a setting conducive to its brand image and target audience?

Solution

BuyYourFriendADrink.com Virtual Tasting program integration with Hurry Date speed dating events.

- DISARONNO integrated into HurryDate sponsorship of 15 speed dating events
- Virtual Tastings held at HurryDate events in New York at 5 key accounts over 2 months
- Traffic driven to accounts by HurryDate online registration with co-branded drink cards provided for each HurryDater good for a Free DISARONNO cocktail
- Event personnel promoted DISARONNO to each event participant

Results

- DISARONNO orders and depletions across 5 key accounts
- Average of 20 DISARONNO cocktail samplings per HurryDate event

Example

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Events in New York City You are logged in as BYFAD07. ([Logout](#) | [My Account](#))

👁 In Your City

Speed Dating in New York City!

Wednesday, February 20

Who? Jewish Singles: Ages 25-35

What? 10-15 five minute dates in one night!

Where? [Katra](#)
217 Bowery
The event will be in the downstairs area.

When? Check-in at 7:00, HurryDating begins at 7:30

Please come as close to check-in time as you can so you have time to grab a drink before the HurryDating begins promptly at 7:30!

What Else? Cocktails presented by DISARONNO "The World's favorite Italian Liqueur". All HurryDaters for this event can receive a complimentary DISARONNO cocktail in partnership with the BuyYourFriendADrink.com Drink Card.

How Much? Members: \$27.75; Non-Members: \$37.00

Become a HurryDate Online member and get 25% off all events always...
[Click here for more info!](#)

 [Click Here to Invite a Friend!](#)

Status: Stand-By Only

BECOME A MEMBER

Please be familiar with our [Rescheduling Policy](#) prior to making your reservation.

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