

**SUCCESS STORY**

# BrewDog

Crowdfunding Craft Beer

**CLIENT**

BrewDog is a UK craft brewery founded in 2007, it is a revolutionary concept in the beer industry. Focusing on creating great quality craft beer, launching amazing bars that shine as beacons of hope for hop mavens, and ultimately making people as passionate about great beer as they are is their main mission.



**+3000**  
NEW  
SHAREHOLDERS

**+8.8M**  
REACH

**x8**  
ROI

**OBJECTIVE**

The main objective for BrewDog's equity crowdfunding campaign, Equity for Punks IV, was to raise as much as £25m by April 2016, and spread the craft beer revolution. Having run previous equity crowdfunding campaigns, this was the first time BrewDog used paid social to acquire new shareholders.

**STRATEGY**

In order to achieve the objective, Adglow created and implemented a tactical paid social strategy to acquire new shareholders. Part of the strategy included using CRM data of existing shareholders to build a Lookalike audience through Facebook using similar profile characteristics. Adglow used a test-and-learn approach to creative iterations to ensure each audience was shown the most relevant creative message.

Additionally, Adglow used a retargeting strategy to convert all users who had visited the website within the last 14 days with a strong call to action. Since these users had visited the website, they had higher intent and drove a stronger conversion rate.

Adglow used two predominant ad formats for this campaign to drive prospective shareholders to the website to sign up: Link Page Post Ads and Carousel Ads. Creative was refreshed frequently to avoid ad fatigue.

