



Total Wine

Strategy

Total Wine launched 50 Rideshare cars in Phoenix for 2 months, sending cars to Super Bowl LVII, Waste Management Open and the Bud Light Super Bowl Music Fest. Carvertise, in conjunction with StreetMetrics, tracked the Total Wine rideshare cars to study visitation rates to Total Wine stores after being exposed to their Carvertise cars.

Results

6,857

VISITORS

driven to Total Wine stores after exposure to Carvertise cars during a 6-week tracking cycle.

37%

MORE LIKELY

to visit a Total Wine store after exposure to a Carvertise car.

