

# #CTDrinksOnUs



Connecticut<sup>®</sup>

MAY 19-31, 2021

**CTDrinksOnUs  
Integrated Marketing  
Campaign Results**

*May 19-31, 2021*

Connecticut<sup>®</sup>

# Top Line Integrated Marketing Campaign Results



## EARNED MEDIA

- **1.3B earned media impressions**
- 309 media hits including:
  - all local broadcast stations
  - NBC New York
  - CBS New York
  - MSN, CNBC and more



## PAID MEDIA

- **20.5M paid media impressions** across TV, streaming audio, search, social, digital and native content
- Outperformed industry benchmarks across all types of media from 17% to 124%



## CTVISIT.COM WEBSITE

- **364K visits to the web page**
- 73% from new users
- Nearly 8 minutes average time on site
- 97K referral links to partner websites

# Sample Creative

Visit Connecticut  
 ★ Favorites · May 27 ·

Celebrate getting your vaccine shot with a visit to any participating restaurant and get a drink on the house—just show your vaccine card & order some food! #CTDrinksOnUs 🍷: The Charles, Wethersfield

By: D. Harry | D. Harry

#CTDrinksOnUs - The Charles Restaurant

00:31

CTDRINKSONUS.COM/  
 #CTDrinksOnUs - The Charles Restaurant

#CTDrinksOnUs

Get your vax on. #CTDrinksOnUs

CONNECTICUT ASSOCIATION Connecticut

Got a shot? Get a free drink. Please drink responsibly.

Let's shake things up.

Get vaccinated, get a free drink. May 19 - 31

CONNECTICUT ASSOCIATION Connecticut

★ GET DETAILS

Hartford Courant

Subscribe HALF PRICE FOR 2 MONTHS

Rosa's Cafe

Cheers to the vaxed!

A free drink for the vaccinated! May 19-31

CONNECTICUT ASSOCIATION Connecticut

CTDrinksOnUs.com

Visit Connecticut

#CTDrinksOnUs - The Charles Restaurant

Celebrate getting your vaccine shot with a visit to any participating restaurant and get a drink on the house—just show your vaccine card & order some food! #CTDrinksOnUs 🍷: The Charles, Wethersfield

👍 Like 🗨 Comment 📌 Share

Comment as Visit Connecticut

UCONN. SPORTS TICKETS DONATE SHOP MENU

SCHEDULE

TUE 3:00 PM MAY 18 BSB University of Rhode Island

THU 6:00 PM MAY 20 BSB Seton Hall University

ivingsocial

Categories Search Connecticut New York City

Got a shot? Get a free drink! #CTDrinksOnUs May 19-31

Hi there, here's what's trending today

- Trending Shofuso, Japanese House & Garden Providence, Providence
- Trending BJ's Wholesale Club 296 Lutz Manor, Middletown, Middletown • 3.5 mi
- Trending Better Body Solutions 535 5th Ave., New York • 1.4 mi