



SUCCESS STORY

“We are pleased to say our sales increased tremendously at this club and we feel the added on-air exposure has been equally valuable. WAPE continues to deliver the results we expect and beyond.”

*Chris Beletti, District Manager
The Gambrinus Company*

THE CHALLENGE

To increase sales of Corona and Corona Light through on-air promotions, c-stores and grocery stores and bars and night clubs that sell Corona.

THE PLAN

We wanted to advertise in a creative way that would create excitement and fun around our product.



THE GAMBRINUS COMPANY

THE PROCESS

WAPE is actively involved on a weekly basis at thriving Night Clubs throughout Jacksonville. WAPE created a promotion at Club Liquid Two for Corona called The Corona Men of Jacksonville, which successfully ran for 8 weeks. This was a talent contest open to the men of Jacksonville

THE PERFORMANCE

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If we promise...

We deliver!