

Case Study | Kentucky Craft Brewers Bill

Political IP Targeting

The Background

The Kentucky Guild of Craft Brewers is a non-profit organization that promotes the statewide brewing industry. It organizes events for all associated breweries, and advocates for relevant legislative matters. With a growing craft brewery environment, they are an invaluable ally of Kentucky brewers.

The Challenge

In early 2015, The Guild was involved in the legislative fight of their Lives. They were up against one of the largest brewers of beer in the world, Anheuser-Busch. Kentucky HB 168, a bill regarding ownership of beer distribution networks, was supported by their membership and preserved the long-standing practice of a 3-tier distribution system. The bill aimed to close a loophole used by Anheuser-Busch that allowed them to operate two distributorships in the state.

El Toro's Approach

The Kentucky Craft Brewers decided on a strategy that targeted legislators and voters directly with their message. El Toro delivered over 300,000 ad impressions to the state legislative offices and chosen voters in the districts of General Assembly members. While Anheuser-Busch had one of the largest lobbying budgets during the 2015 legislative session, the Craft Brewers were able to effectively communicate their message using a much more cost effective strategy and improved accuracy.



Performance

- CTR of .643%, roughly 800% higher than the industry average.
- In the end, the bill was passed by a 23-13 vote in the Kentucky Senate

About El Toro

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The El Toro system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit eltoro.com/political-advocacy