



SMOOTH OUT  
YOUR LIFE




FLECHA AZUL  
— TEQUILA —  
FLECHAAZULTEQUILA.COM

# Out-of-Home for Beer, Wine, & Spirits



## Company Overview

# PJX Media grows brands with out-of-home advertising

- Since 2010, we've supported our agency and brand partners with out-of-home (OOH) media planning, buying, and measurement
  - We deliver data-driven media plans based on your outlined goals
  - PJX works as an extension of your team, providing strategy, expertise, and bandwidth on demand
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# Leading beer, wine, & spirit brands that trust PJX with their OOH investments:

2019 - 2020



2021



# Leading beer, wine, & spirit brands that trust PJX with their OOH investments:

2022



2023



2024 - Present



Inspired Brewing®



# Our Expertise is Yours



## CAMPAIGN DEVELOPMENT AND MANAGEMENT

We manage every stage of your campaign so your team can stay focused on the brand.

- Market & audience strategy
- Media planning across all OOH formats, worldwide
- Vendor coordination & execution



## IN-HOUSE PRODUCTION

Our in-house production team handles the details that keep campaigns moving.

- Proofing & trafficking
- Printing coordination
- Posting instructions
- On-time launch support



## REPORTING AND MEASUREMENT

Reporting & measurement studies that help brands understand campaign performance.

- Campaign reporting by month, market, & format
- Attribution studies including foot traffic, lift, & brand study.



## Why OOH?

- Delivers big reach building awareness and driving traffic to retail locations
- Target areas where people are already making decisions about what to drink (near bars, restaurants, and liquor stores)
- Amplifies other media channels, especially social media
- Achieves adjacencies to sporting events and entertainment venues
- Helps brands show up and “meet the moment” esp. during special events or near landmark locations such as Times Square

# Adstruc

## Smarter OOH Planning for Beer, Wine, & Spirit Brands

Adstruc is an OOH planning technology platform that helps our team build holistic, strategic, and efficient OOH campaigns.

Our media team uses Adstruc to view and evaluate OOH inventory across the country in one centralized platform.

With Adstruc, we can strategically map campaigns around:

- Retail locations & liquor stores
- Bars, restaurants & nightlife districts
- Concert venues, stadiums, & festivals
- Key seasonal & cultural moments

The screenshot displays the Adstruc media planning interface. At the top, there's a search bar with "Go to location New York, NY, USA" and a "Filter" button. Below this, a specific location is selected: "Broadway at W 41st St and 7th Ave F/N & F/E #NY-205269". A button "Add to Media Plan" is visible. The pricing is shown as "4 Week Pricing \$34,485" and there's a link to "View Contact List".

The main part of the interface is a map of New York City, showing various OOH locations marked with numbered pins. A pop-up window for a specific location, "Adkom Unit # NY-205269", provides details: "Billboard Bulletin" and "More Information" (with a link) and a "Hide" button.

Below the map, there's a "General Information" section with the following details:

General Information	
Vendor	Adkom
Media Format	Bulletin
Geopath ID	30984126
Share of Voice	10%
Spot Length (s)	15

At the bottom of the map, there's a small image of a billboard for "SAV IT WITH US" featuring a dog and a bottle. The map also includes a scale bar (50m) and a "Report a" button.



# Our Work

# Jack Daniels x Shaboozey

**Goal:** Drive awareness for Jack Daniel's live music event series featuring Shaboozey while reaching legal-age consumers across New York City.

**Solution:** A strategically timed OOH campaign combining transit media and street-level guerrilla postings, the campaign targeted nightlife and commuter audiences with:

- **Guerrilla posters** installed across high-traffic NYC neighborhoods
- **Digital liveboards** activated across Manhattan subway stations
- **Time-of-day scheduling** ensured compliance with updated MTA alcohol advertising policies
- **Premium placements** secured across 1,800 screens in 150 stations

**Results:** High-impact visibility across NYC, and a strong presence throughout Manhattan transit environments. We successfully reached consumers during key evening and nightlife hours. Smart execution within alcohol advertising regulations, maximized exposure to the intended 21+ audience

## Time-Targeted OOH in a Regulated Market (2025)



# Meli Vodka

**Goal:** Create a high-impact brand moment for Meili Vodka in one of the most visible advertising environments in the world - Times Square NYC.

**Solution:** A fast-turnaround digital OOH activation leveraging premium Times Square inventory.

- Two synchronized digital billboards in Times Square
- Strategic last-minute media opportunity secured through vendor relationships
- High-impact creative designed to stop pedestrians and drivers alike
- Flexible digital execution allowed for quick launch timing
- 10% Share of Voice in one of NYC's busiest advertising corridors
- Campaign built to generate awareness, buzz, and social conversation

**Results:** A massive visibility in an iconic location with strong brand presence in Times Square's high-traffic environment. We captured attention with playful, disruptive messaging.

## Lights Up Times Square with Last-Minute OOH Activation (2024)



# Roscato Wine

**Goal:** Drive brand awareness and consideration for Roscato Wines among young adults in key Southern markets (Atlanta, Dallas, and Houston).

**Solution:** Implement a vibrant out-of-home (OOH) campaign featuring:

- **Double-Decker Buses:** Customized buses with eye-catching Roscato branding traversed high-traffic areas, offering an immersive brand experience and generating excitement.
- **Trolley Wraps:** Wrapped trolleys in popular tourist and entertainment districts provided continuous brand exposure to a captive audience.
- **Spectaculars:** Strategic placements of large-scale digital spectaculars in key locations amplified brand visibility and reinforced messaging.

**Results:** This multi-pronged approach ensured broad reach and frequency, effectively targeting young adults in their everyday environments and during leisure activities.

## Sipping Fun Hits Southern Streets (2023)



# Sierra Nevada

**Goal:** Stay loyal to our iconic Pale Ale while tempting new drinkers with our award-winning Hazy Little Things IPA.

**Solution:** An OOH blitz across key markets:

- Pale Ale Loyalty: Bars and sports venues saw eye-catching displays, reaffirming our Pale Ale's top-of-mind status.
- Hazy Little Things Conversion: Targeted billboards and digital displays in busy areas showcased the vibrant personality of Hazy Little Things, enticing new fans.

**Results:** Over 15 million impressions and \$950,000 in added value - the campaign exceeded expectations!

**Double Win:** Pale Ale remains a leader, while Hazy Little Things awareness and trial soared.

## Hazy & Happy Hour - Winning OOH Campaign for Top Pale Ale & #1 Hazy IPA (2023)



# New Belgium

**Goal:** Ignite Voodoo Ranger Juice Force launch with bold OOH in key markets.

**Solution:** A summer-long, multi-market campaign targeting:

- **Trendy nightlife hubs:** Eye-catching visuals in bars and districts where the target audience thrived.
- **Distributor routes:** Vibrant murals and bulletins along their paths, ensuring they witnessed the buzz firsthand.
- **High-traffic pedestrian areas:** Impactful wallscapes and bulletin extensions grabbing attention in walkways.

**Creative Twist:** Seasonal creative! Holidays from Memorial Day to Dia de Los Muertos saw Juice Force come alive with unique themed visuals and taglines, keeping the campaign fresh and engaging throughout the season.

This strategic OOH captivated its target audience and distributors alike with a summer-long campaign of bold visuals and dynamic messaging.

## Voodoo Ranger Juice Force Launch (2023)



# Flecha Azul Tequila

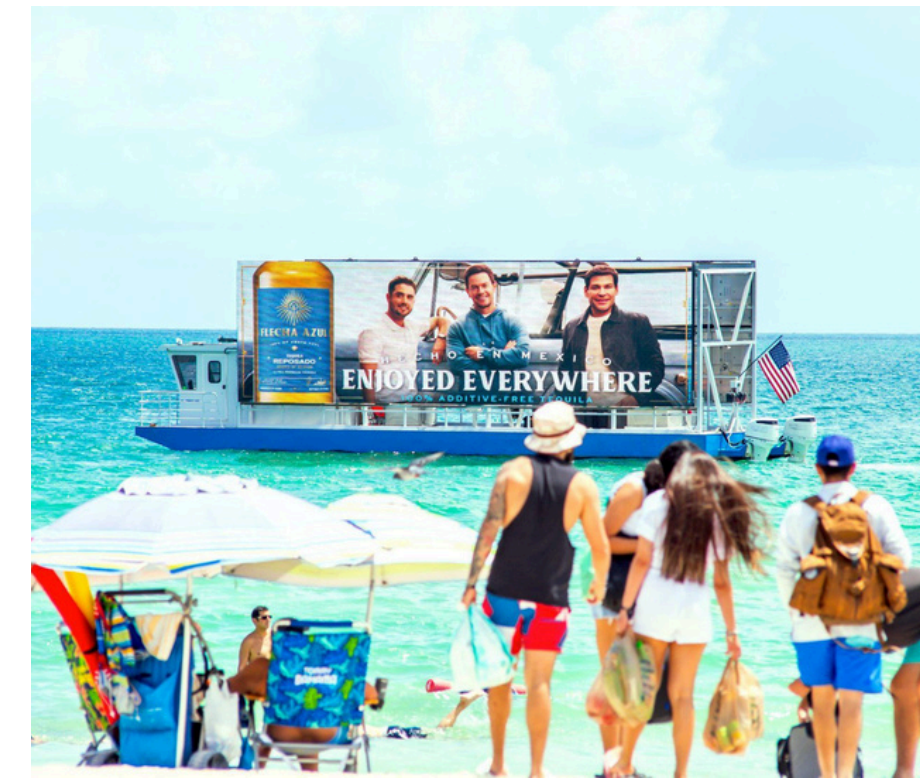
**Goal:** Ignite major buzz and brand awareness for Flecha Azul's new campaign in the trendsetting hubs of NYC and Miami.

**Solution:** A tailored OOH approach, capturing the essence of each city:

- **Spectaculars and Wallscapes in NYC:** Dazzling digital displays and expansive wall murals dominate key downtown hotspots, captivating young professionals and nightlife seekers.
- **Digital Boats in Miami:** Vibrant visuals and messaging cruise the iconic beaches aboard eye-catching digital boats, seamlessly blending with the city's vibrant beach culture and reaching sunbathers and party-goers directly.

**Results:** Flecha Azul was impossible to miss, immersing itself in the heart of each city's energy and generating undeniable social media buzz that fueled brand awareness and excitement.

## A Dual-City OOH Takeover (2022)



# Dos Hombres Mezcal

**Goal:** Dos Hombres Mezcal, the brand co-founded by Breaking Bad stars Bryan Cranston and Aaron Paul, wanted to make a big splash for their upcoming event in Albuquerque, New Mexico.

**Solution:** An all-encompassing campaign titled "The Boys Are Back in Town." They blanketed the Albuquerque market with a series of:

- **Eye-catching Digital Bulletins:** Vivid displays featuring the co-founders adorned with Dos Hombres branding, dominated key locations throughout the city.
- **Strategic Placements:** Bulletins were selected near event venues, popular bars, and high-traffic areas like the Albuquerque International Sunport
- **Compelling Messaging:** The campaign tagline, "The Boys Are Back in Town," played on the Breaking Bad connection

**Results:** The strategically placed digital bulletins ensured widespread yet targeted exposure and captivated the Albuquerque audience with their recognizable stars and impactful message generated social media buzz and anticipation.

## OOH Takeover in Albuquerque Breaking Bad Boys Return! (2022)



# Shiner

**Goal:** Shiner Beer aimed to conquer the Texas market and claim a bigger slice of the Lone Star's heart.

**Solution:** They rolled out a high-impact OOH campaign, hitting the streets with:

- **Custom Double-Decker Buses:** These eye-catching giants cruised key Texas hubs, plastering iconic Shiner branding and Texan vibes onto every block.
- **Roadside Bulletins:** Towering roadside billboards proudly displayed Shiner's message, ensuring motorists couldn't miss the Texas-born brew.
- **Spectaculars:** Massive digital displays in prime locations lit up with vibrant Shiner visuals, captivating audiences with their dynamic and eye-catching presence.

**Results:** By harnessing the power of these impactful OOH formats, Shiner effectively grabbed Texans' attention and reinforced their presence as the quintessential Texas beer.

## Painting Texas with OOH Blitz (2020)



# Yuengling

**Goal:** Boost market share for Yuengling Lager and Golden Pilsner at the Jersey Shore.

**Solution:** A targeted OOH campaign leveraging strategic locations.

- 17 highway bulletins along major routes (NJ Turnpike, Garden State Parkway, etc.).
- 16 posters in popular shore towns (Tom's River, Asbury Park, etc.).
- 6 static bus shelters in high-traffic Hoboken areas.
- 35 PATH station posters across Hoboken, Exchange Place, etc.
- Mobile engagement.
- 3-sided digital mobile billboard following a custom route.
- Aerial banner flying from Sandy Hook to Cape May.

## Results:

- Over \$280K in added value media: Exceeded goals across key demographics.
- Millions of additional impressions: Reached both young adults (25-49) and the core 21+ audience.
- Positive feedback: Tweets from Yuengling's own team confirmed the campaign's success.

Millions See, Millions Sip (2020)



# Proximo Spirits

**Goal:** Boost Kraken Rum's brand awareness in key markets – Portland, San Diego, and Washington DC.

**Solution:** A bold and immersive OOH campaign featuring:

- **Hand-Painted Walls:** Eye-catching Kraken murals in high-traffic areas grabbed attention and left a lasting impression.
- **Custom Double-Decker Buses:** Mobile Kraken branded behemoths cruised streets, spreading the word across diverse neighborhoods.
- **Wall Projections:** Dynamic light shows projected onto walls transformed cityscapes into Kraken-dominated realms.
- **Wallscapes:** Large-scale Kraken visuals adorned building sides, commanding attention and amplifying brand presence.

**Results:** This multi-format approach ensured broad reach and deep engagement. Murals provided a permanent reminder, while mobile buses and interactive projections created unforgettable experiences. Wallscapes solidified Kraken's dominance in key locations, maximizing brand awareness in each market.

## Kraken Unleashes Multi-Format OOH Blitz in Key Markets (2019)



# LVMH Brands

**Goal:** Moët & Chandon champagne aimed to connect with New York and Chicago to infuse both cities with a sense of celebration by capturing life's special moments.

**Solution:** They unleashed a vibrant OOH campaign across high-traffic locations, leveraging street-level media formats for maximum impact:

- **Chicago Bus Shelter Wraps:** Eye-catching visuals adorned bus shelters, transforming everyday commutes into mini celebrations.
- **NYC Digital Bus Shelters:** Animated displays brought Moët's joyful spirit to life with dynamic visuals and messaging.
- **NYC Digital Newsstands:** Prime digital real estate in newsstands captivated audiences with Moët's celebratory moments.

**Results:** This strategic mix of static and dynamic formats ensured Moët seamlessly integrated into their daily lives, reminding them of the champagne's association with joyful experiences.

## Moët & Chandon Turns Big City Streets into Celebrations (2019)



# Thank you, let's stay connected!

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