



Country Time Lemonade approached AccuWeather to design a cross-platform package to heighten overall brand awareness and increase consideration

/ Solution

AccuWeather created a custom “Official Sponsor of Summer” package which leveraged popular summertime activities and holidays such as grilling and Memorial Day to create custom forecasts, weather-related articles, videos and custom creative. The Country Time sponsored weather content provided visitors’ insight into how weather would impact these summer activities and holidays. The custom creative that would appear when the weather was above 75 degrees, which branded Country Time Lemonade as a solution to summer heat.

/ Results

The “Official Sponsor of Summer” yielded strong results for Country Time Lemonade in the following ways:

- **Strong Presence:** With over 30 million impressions delivered on high trafficked locations such as the Forecast Page, Country Time Lemonade had a strong presence on AccuWeather during the summer months.
- **High Click-Thru-Rates:** The average click-thru-rate for the campaign was above 0.30% with some custom placements earning over a 2% click thru rate.
- **Brand Lift:** To gauge the success of the campaign, AccuWeather conducted a VizU brand study. Based on the study, Country Time Lemonade generated a 6.8%** brand lift as the beverage most associated with summer.

***Results based on 3MM impressions. 50.7% of control group associate Country Time Lemonade as a beverage most associated with summer.*



For questions regarding the AccuWeather and Country Time Lemonade Partnership, please contact your AccuWeather Sales Representative.