



# LYTT

**DISCOVERING, ENGAGING &  
CONVERTING NEW CONSUMERS**

*"The videos you did for us got a lot of views and engagement"*

-Michel Myara  
President & Founder of LYTT

## BACKGROUND

- LYTT produces and markets a reverse osmosis herbal-infused adult alcohol energy drink that is sold through liquor distributors.
- The buyers are young adults 21+ who are synonymous with the EDM Festival market demographics, previously categorized as the "Rave" market.
- Additionally, there are purchasers who are drawn to the alcohol content in combination with an energy stimulant at a value price
- Sales growth a year after the initial had slowed after rolling out in several markets and were declining in some markets.

## **CHALLENGES**

- Identifying new markets for LYTT to increase sales and to differentiate from larger competing beverages companies targeting the same market.
- Creating social marketing advertising to target potential new markets based on findings.
- The client did not have the historical or current data to determine the brand direction beyond their initial core-buyer success.
- Regional sales decline was attributed to retailers discontinuing the product because the sales weren't enough to support shelf placement.

## **APPROACH**

Focus groups & market research surveys were suggested to discover appeal for LYTT away from its current consumers and determine how to reach and engage these new potential buyers and market.

## **FOCUS GROUP FINDINGS**

- It was discovered that there was an appeal to young adults who are not categorized as EDM fans.
- This new demographic was young professionals

- They would consider buying LYTT for:
  - a special event, like a concert or sporting event (current market)
  - as a mixer to be used for making signature drinks at personal gatherings and smaller intimate (new market)
- Sugar-free option

The above findings are exemplified in the market research video featuring Kayleigh, a 27yo WF who is trying LYTT for the first time and generally reflects the user experience insights of our market research, including focus groups and surveys.

#### **ACTION** (Creative)

- The above social media advertisements were created for social platforms and as video pre-roll for YouTube and similar.
- An in-person promotion was developed to introduce the beverage to the new demographic. Tasting, drink recipes, and giveaways were part of the event.

*"The event was amazing in how it came together so quickly with the crowd, we wanted"*

**-Michel Myara, president & founder of LYTT**

## **SOLUTION**

- creation.

## **OUTCOME**

It worked. Having the site with its unique and bespoke professional presentation, combined with effective local SEO, generated a visitor to booking ratio exceeding 50%

Within two weeks of the site launch, the client was at capacity.

## **YOUR BRAND FOCUS**

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## **OPTIMIZATION**



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**CASE STUDY - LYTT \***

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\* *In-depth persona & target market analysis available*