

# BANDOLIER

3X AD AGE SMALL  
AGENCY OF YEAR

[bandoliermedia.com](http://bandoliermedia.com)

# WeatherBug “Petcast”

**Challenge:** *Motivate new users to download the weather app, despite them already having built-in weather apps on their phones*

When WeatherBug came to us in need of a social campaign to attract new users, they weren't planning on targeting pet enthusiasts. That came from the Bandolier strategy of tapping into existing social subcultures that also fit their broader demographic.

We found that pet parents used weather apps to check weather for walks and outdoor activities for their dogs, so we decided to focus on that group with a campaign that would resonate: talking weather dogs. We knew this demo would find the content engaging and also tag their friends and family with relatable dog comments and chatter.

See Work:  
[WeatherBug](#)

**Results:** During the campaign run time, **downloads spiked by up to 36%** and settled in for nearly 20% higher than the targeted goal. Retention and brand affinity scores increased as well.



# Stanley

**Challenge:** *Transform your grandpa's camping brand into a Gen Z brand*

Before the Stanley mug went viral and became a social media darling, the brand was better known as an old-fashioned camping brand. Coolers. Mugs. Cooking gear. We helped transform the perception of the brand in the marketplace with social content and influencer collabs, connecting with Gen Z and Millennials and repositioning Stanley as an essential brand for modern-day adventuring.

Creative Examples:

[Launch video](#)

[Creator Content](#)



# Old Milwaukee “Beer Built Right”

**Challenge:** *Defend a local beer against national beer brand encroachment*

We've worked with Pabst regional brands on a variety of campaigns. Each one aims to connect with the local audience and tap into the heritage of the specific brand. For Old Milwaukee, that meant the Midwest and Rust Belt beer drinking audience. When considering these folks, we realized many of them had something in common: beer fridges. And not just any beer fridges...old ones. Eternal fridges, if you will.

So, we decided to lean into that particular insight and draw a comparison between a classic beer and a classic fridge. The campaign was built for social, but took on another life in trade, where Pabst reps used it to remind key buyers that Old Milwaukee still resonates with their customers.

Creative Examples:

[Beer Fridge](#)

[Influencer Content](#)



**Look at that thing.**