

OVO Vodka partnered with The Rooftop at Exchange Place in Jersey City, NJ to deliver a collaborative hospitality activation designed to strengthen local brand presence, engage the community, and drive on-premise sales through a shared focus on sustainability, hospitality, and customer experience.

The partnership demonstrated how a premium consumer brand can integrate naturally into a venue environment, building stronger customer engagement and supporting measurable commercial results through community-led activations and collaborative marketing efforts.

Objectives

- Strengthen consumer engagement and brand affinity at The Rooftop at Exchange Place
- Drive incremental sales through experiential activations and collaborative marketing
- Reinforce OVO Vodka's sustainability-led positioning through local community initiatives
- Develop a scalable activation model for rollout across additional Concord Group venues

Strategy & Execution - Step 1 Community Clean-Up Initiative

OVO partnered with local volunteers to host a series of Jersey City waterfront clean-up events, reinforcing shared values around sustainability, community engagement, and local impact.

Each event concluded with a post-clean-up happy hour featuring specialty OVO cocktails and branded giveaways.

The initiative helped strengthen community connection while positioning the venue as an active and socially engaged local destination.





Strategy & Execution - Step 2 On-Premise Brand Activation

OVO executed a series of high-visibility on-premise activations throughout the summer, including signature cocktail serves such as the 'St. Lychee', 'OVO's Sunset', and 'Passionate Elixir'.

The activation strategy also placed a strong emphasis on staff engagement through internal tastings and incentive programs designed to strengthen product advocacy, increase familiarity with the brand, and encourage organic menu upsells.

Strategy & Execution - Step 3 Collaborative Marketing

OVO and The Rooftop at Exchange Place co-launched a localized social campaign highlighting menu placements, in-venue experiences, and the partnership between both brands. Content focused on community engagement, local identity, and the venue experience itself.

The activation created a repeatable model for future Concord venue partnerships, demonstrating how experiential programming and collaborative marketing can support both customer engagement and on-premise sales growth.



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