

NEW

BRING *the* ALOHA™

MAY-AUG, NATIONAL
ON-PREMISE



Kona Big Wave's New Brand World

A fresh, modern
brand identity & campaign!

GROWING AT A **40%** CAGR WITH **4X** THE DISTRIBUTION SINCE 2019!

Source: VIP, iDig, WE 03/31/23

BIG MEDIA SPEND

\$11MM

Total Media Investment

Q2	Q3	Q4
TVC		
Digital		
Programmatic		
Social		
Search		
OOH		
Commerce		

30
weeks
on air!

OUTSIZED INVESTMENT

STANDOUT POCM & NEW TAP HANDLE

Showcasing the New VBI



TRIAL DRIVING PROGRAM

NEW

Sampling Assets & Programs



SAMPLING



GAMIFICATION

BRING *the* ALOHA to your account today and turn every happy hour into an Aloha Hour!