



INFLUENCER PROGRAM

Giftng Campaign Results — February 15, 2023

PROGRAM GOALS

Generate awareness for the Southern brand within its target market.

Utilize outreach efforts as a testing ground for future initiatives.

Vet influencers for future sponsored engagements, content and recipe creation, etc.



WHAT WE DID

▶ PITCHED 46 SPIRITS/COCKTAIL INFLUENCERS

Engaged a variety of influencers, ranging from nano to macro. Positioned engagement as:

- Opportunity to try the award-winning bourbon
- Residual goodwill brand promotion
- Temperature-taking for future partnership



▶ SECURED 27 INFLUENCERS FOR GIFTING

59% response rate



▶ SHIPPED 27 BOTTLES

55% response rate

All positive feedback


























All very willing to work with SDC in the future

▶ 10 INFLUENCERS POSTED

15 of 27 gave feedback, all positive

10 influencers posted = 2 IG posts, 8 IG stories, 1 TT Live



<input type="checkbox"/>	A27	Name	Campaign Posts ▾	Influence	Fans	True Reach	Skills	Location	@ Eng./Post	@ Eng. Rate
<input type="checkbox"/>		Katie Stryjewski   	2	♥ 67	27,587	4,379	Cocktails Author	Boston	333.04	1.2%
<input type="checkbox"/>		Hannah Chamb...   	1	♥ 78	637,784	260,545	Cocktails Bartending	San Francisco	3K	5%
<input type="checkbox"/>		Jay & Leah Coc...    ♥	1	♥ 70	40,851	3,394	Cocktails Food	United States	226.25	0.6%
<input type="checkbox"/>		Melisa Lapido @	1	♥ 71	31,005	5,686	Cocktails Bartending	Argentina	489.56	1.6%
<input type="checkbox"/>		Jason Plummer _ @ f	1	♥ 70	16,608	7,821	Cocktails Bartending	United States	575.31	3.5%
<input type="checkbox"/>		Jordan High-P...    ♥	1	♥ 76	167,308	49,277	Cocktails Bartending	Portland	18.4K	11.1%
<input type="checkbox"/>		Barlow Week... @	1	♥ 75	66,952	10,112	Cocktails Bartending	California	711.61	1.1%
<input type="checkbox"/>		Connor Stehr    ♥	1	♥ 64	19,150	3,402	Cocktails Bartending	Houston	68.08	0.4%
<input type="checkbox"/>		Brynn Smith @	1	♥ 58	12,791	2,218	Cocktails Bartending	California	135.57	1.1%
<input type="checkbox"/>		evie @	1	♥ 79	70,887	33,109	Cocktails Food	New York	1.8K	2.5%

FEEDBACK / REACTIONS

"I got the product a few days ago ~ thanks again, so dang delicious! If possibly in the cards, open to discuss working together in any capacity you see fit: social media collaboration, photography or even recipe development."

– @spiritandspoon

"The Southern Star is great. I'm actually using it in another partnership video because it's over proof."

– @cocktailsbyhawk

"The Southern Star has actually been sitting on my bar cart unopened since it arrived, so when I got your email I decided to remedy that immediately. I love the flavor and subtle sweetness. I found the finish a touch harsh, but otherwise it's a very nice bourbon. I'm planning to use it in a Valentine's-themed cocktail that will (hopefully) go up tomorrow. I will definitely tag the brand. Thanks again for the opportunity to try it!"

– @garnish_girl

"It was fantastic. I love the branding as well. I would love to have a further conversation on how we can work together."

– @rootbitters

"I thought it was quite good and encourage you to enter in the San Francisco World Spirits Competition this year!"

– Jeffrey Morgenthaler

"I was really impressed with it! For being cask strength it's incredibly smooth on both the nose and the palate and I'm able to enjoy the flavors without the alcohol being overwhelming. It's a great product!"

– @_valcohol

"So I received the Cask Strength Wheated Bourbon and am having some tonight. I absolutely love it. Very velvety mouthfeel and it's almost like a spiced chocolate taste. I'm a big fan of this."

– @shake_and_stehr



RESULTS - THESE ARE THE AUDIENCE DEMOGRAPHICS FOR THE INFLUENCERS WHO POSTED ON INSTAGRAM

Performance

Audience Demographics

31

Avg. Age

57%

Women



United States



Cocktails

Age

12 - 17	3%
18 - 24	22%
25 - 34	50%
35 - 49	23%

Countries

United States	55%
United Kingdom	7%
Canada	4%
Italy	4%

Interests

Cocktails	74%
Bartending	59%
Beverage	50%
Gin	48%

RESULTS - CAMPAIGN STATS

Campaign Stats

	Posts	Engagements	Reach	EMV
	11	483	29K	\$15.1K
 Instagram Stories	8	 2  62	10.5K	\$12.1K
 Instagram	2	 378  41	8.6K	\$2.4K
 TikTok	1		10K	\$618.6

*BASED STATIC ON SCREENSHOTS, NOT DYNAMIC METRICS FROM ACCOUNTS CONNECTED TO AN INFLUENCER MANAGEMENT PLATFORM

*EMV = ESTIMATED MEDIA VALUE - EQUIVALENT YOU NEED TO SPEND IN PAID MEDIA TO GET THAT SAME REACH

WHY WAS THIS SUCCESSFUL?

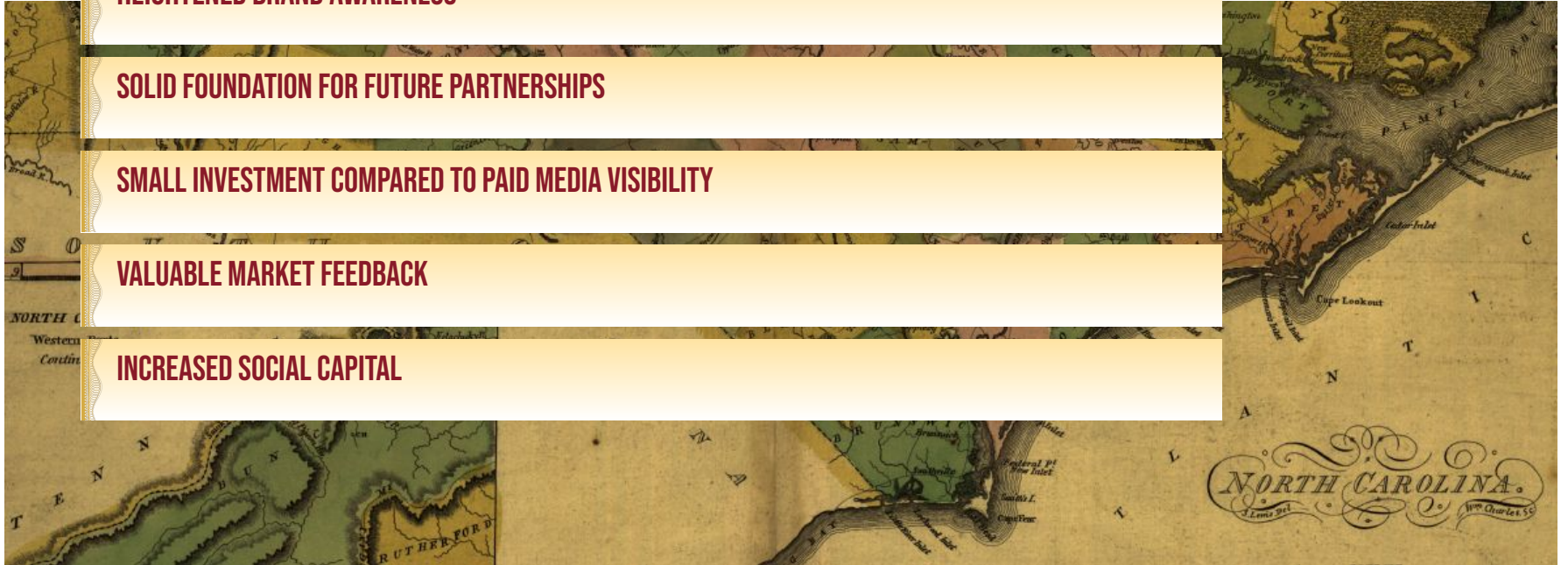
HEIGHTENED BRAND AWARENESS

SOLID FOUNDATION FOR FUTURE PARTNERSHIPS

SMALL INVESTMENT COMPARED TO PAID MEDIA VISIBILITY

VALUABLE MARKET FEEDBACK

INCREASED SOCIAL CAPITAL





THANK YOU