



# Coastline Creatives Winter Cocktail House

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Review & Summary

February 2023

# Event Overview

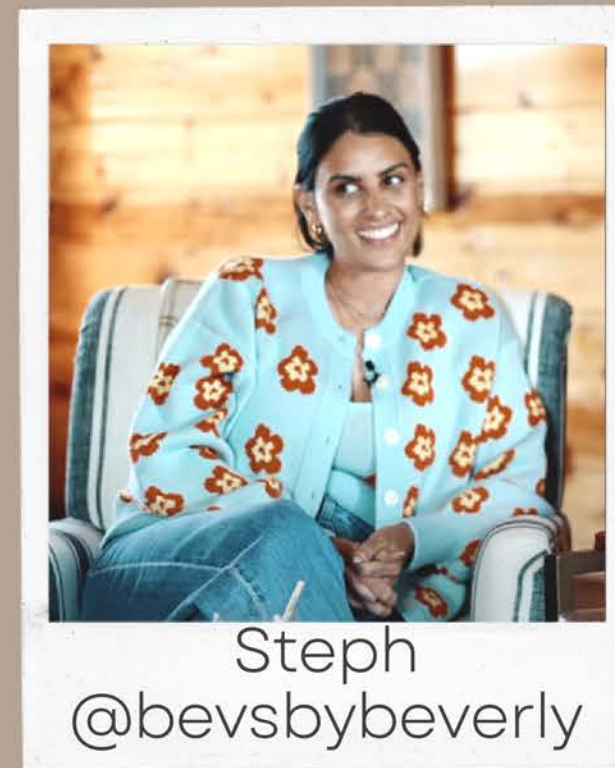
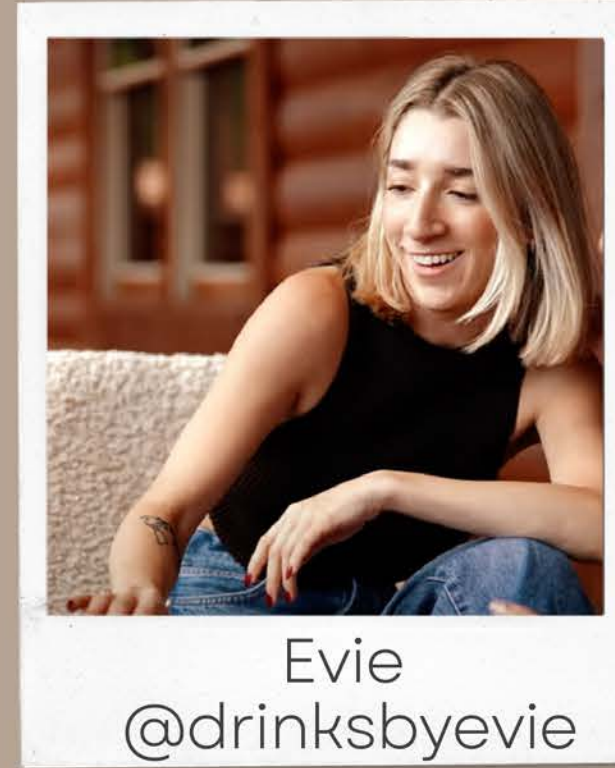
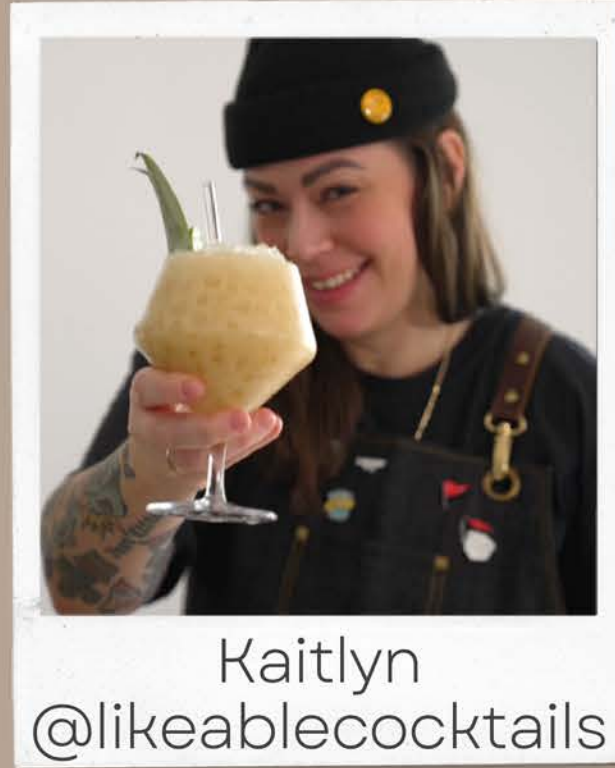
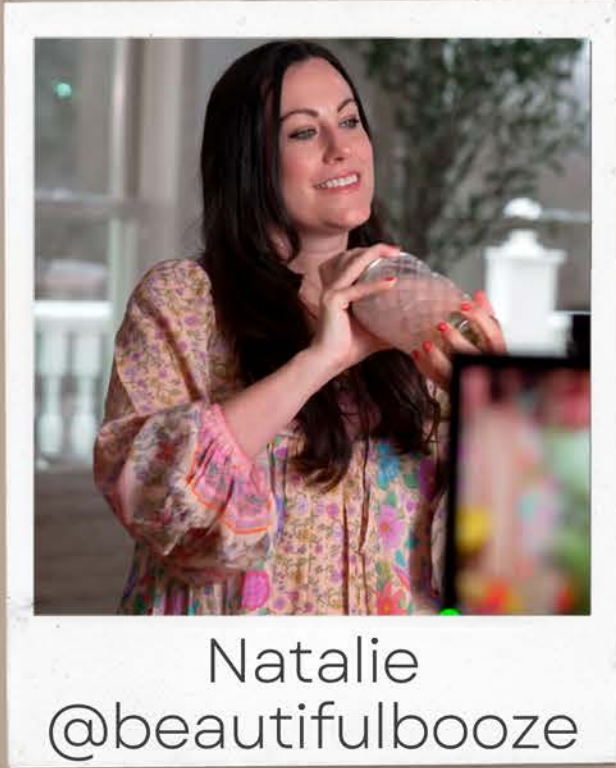
In February, we hosted a diverse group of Cocktail Creators in a luxury home located in upstate NY, providing them with a fresh space to create and commemorate the start of the New Year.

Our goal with the house was to provide opportunities for brands to be included in moments of creativity and celebration, through community-building activities and exploration of the iconic place we were visiting.

As a result, we were able to produce a combination of sponsored content, galleries of images and video content for brand use, and strategic cross-promotion of sponsored content amongst the attendees.



# Creators



# Brand



FLOR DE CAÑA



LOBOS TEQUILA



FOUR ROSES



MALFY GIN

# Partners

# Flor de Caña



Our effort with this brand was to create delicious spring cocktails featuring Flor de Caña's sustainably produced rum. These recipes focused on highlighting their 12 & 18 year naturally aged rum.

## SCOPE OF WORK:

- 1 dedicated Instagram Reel from all six creators: @drinksbyeve, @beautifulbooze, @likeablecocktails, @sprinklesofcocoa, @thirstywhale\_, @bevsbybeverly
- 1 dedicated Instagram Story with 3 frames from all six influencers
  - Stories included dedicated links and brand tag
- Gallery of 5-10 additional images/videos for brand digital use for 1 year



# Lobos Tequila



The focus with this brand was to create 6 unique recipes highlighting Joven and Reposado Lobos Tequila tasting notes. A few concoctions from this collaboration named Tropical Winter, Heatwave Cooler, Cattle Ranch, not only sound but taste inviting and refreshing.

## SCOPE OF WORK:

- 1 dedicated Instagram Reel from four primary influencers: @drinksbyevie, @beautifulbooze, @bevsbybeverly, @sprinklesofcocoa
- 1 dedicated Instagram Story with 3 frames from all six influencers
  - Stories included dedicated links and brand tag
- Brand to have organic digital usage rights to all recipes created along with content for one (1) year
- Gallery of 10 additional images/videos for brand digital use for 1 year



# Malfy Gin



Our effort with this brand was to not only create unique cocktails, but to also convey their mantra of living la Dolce Vita through these vivacious recipes. The creators worked with three of Malfy's Gin flavors including Lemon, Blood Orange, and Pink Grapefruit.

## SCOPE OF WORK:

- 1 dedicated Instagram Reel from three primary influencers: @drinksbyevie, @beautifulbooze, & @bevsbybeverly
- 1 dedicated Instagram Story with 3 frames from three influencers
  - Stories included dedicated links to products and brand tag



# G. E. Massenez



G. E. Massenez worked with two creators at the Cocktail House where they concocted two recipes to accent the tasting notes of the Crème de Peche and Poire Prisonnière spirits. These fruity and simple cocktails boasted crisp flavors using minimal ingredients, topped with a beautiful floral garnish.

## SCOPE OF WORK:

- 1 dedicated Instagram Reel from 2 primary influencers: @sprinklesofcocoa & @beautifulbooze
- 1 dedicated Instagram Story with 3 frames from five influencers
  - Stories included brand tag
- Brand to have organic digital usage rights to all recipes created along with content for 1 year
- Gallery of 5 additional images for brand digital use for 1 year





# Corkcicle

The spotlight for Corkcicle at the Cocktail House was to share the versatility and variety of drink vessels. These cocktail creators conceived two on-the-go, large format beverages that were served in the Rocks Glass Set and kept cold in the Series A Sport Jug.

## SCOPE OF WORK:

- 1 dedicated (30 second) TikTok video from 2 primary influencers: @drinksbyeveie & @bevsbybeverly
  - 1 promo code mention & clickable links



# Four Roses



Four Roses Bourbon activated with our creators to develop recipes in theme with Valentine's Day. Four unique recipes were created using the Bourbon in conjunction with OSMO Sea Salt in a cross-collaboration. The recipes boasted a sophisticated and upscale vibe that made for beautiful content for the brand.

## SCOPE OF WORK:

- 1 dedicated Reel from 4 influencers including a unique recipe: @drinksbyevie, @thirstywhale\_, @sprinklesofcocoa, @beautifulbooze
- 1 dedicated Instagram Story with 3 frames from four influencers
  - Stories included brand tag & clickable links

# Key Learnings



## CRAFT A CALM, CLEAN, AND EFFICIENT WORKSPACE

- Creators were on site for 5 days, which provided an environment for them to focus on their work without being rushed and also left room for any unanticipated complications
- A designated person hired to clean the house during the day helped creators have access to all the spaces and materials they could need each day

## DESIGN OPPORTUNITIES TO TRADE THOUGHTS, SKILLS, AND TIPS

- Group dinners provided significant value to brands and creators alike, giving them a time and place to exchange ideas, share goals, and discuss the industry of their craft.
- Our creators are diverse, and it's our responsibility to honor that and plan moments where our highly educated mixologists and passionate home-bartenders are able to inform each other with their different levels of education and skill sets.

# Valuable Wins

## BRAND MAXIMIZATION

- As a result of creating a space for this group of creators to come together, they were able to build on relationships and collaborative content that was organic and genuine. These natural interactions and organic cross-promotions thereby boosted visibility and engagement across respective audiences.
- With our careful selection of creators developing high level content at the top of their industry, the brands chosen to be a part of this experience were able to negotiate a collective agreement among this group of creators, where the Coastline Creatives team took care of the details, saving time and resources for brands.



# A Look At The Numbers

**5**

Total Days Together

**750,000**

Total House Impressions

**28,000**

Total House Engagements

**92**

Total Social Placements

**6,100**

Total Saves

**100+**

Total Number of Assets  
Provided



## ADDED VALUES

- Our team at Coastline Creatives hired an on-site videographer to capture bonus content at the house.
  - This additional personnel allowed us to produce a roundtable video/podcast, where a few of our creators spoke as guests
  - With the extra video footage, we were also able to execute a hype video, providing insider access and a behind-the-scenes look into the event
- Before each of our creators arrived at the house, we gave them a customized deck containing a schedule, total scope of work per brand, and a reminder of proper disclosure guidelines for all social platforms.
  - As a result of our preparation, not a single piece of content was removed so every brand truly benefited from evergreen placement.

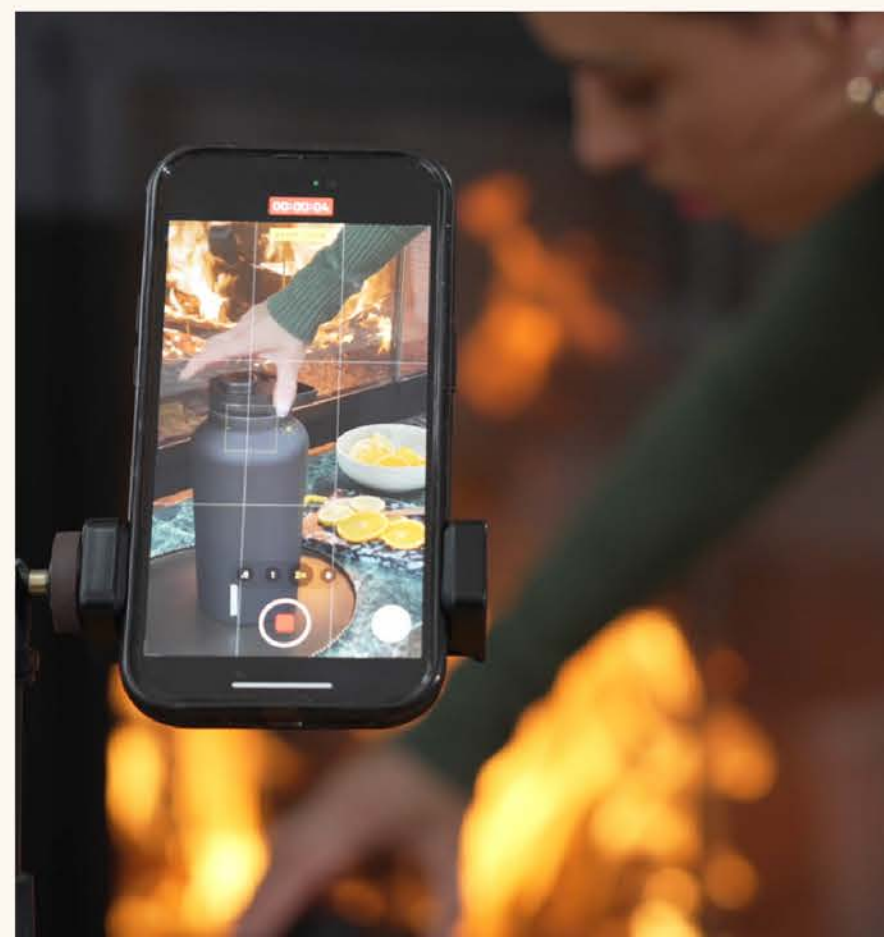
February 2023



@beautifulbooze



## Cocktail House Guide



Mood Board Moments