



Coastline Creatives Fall Cocktail House

Review & Summary

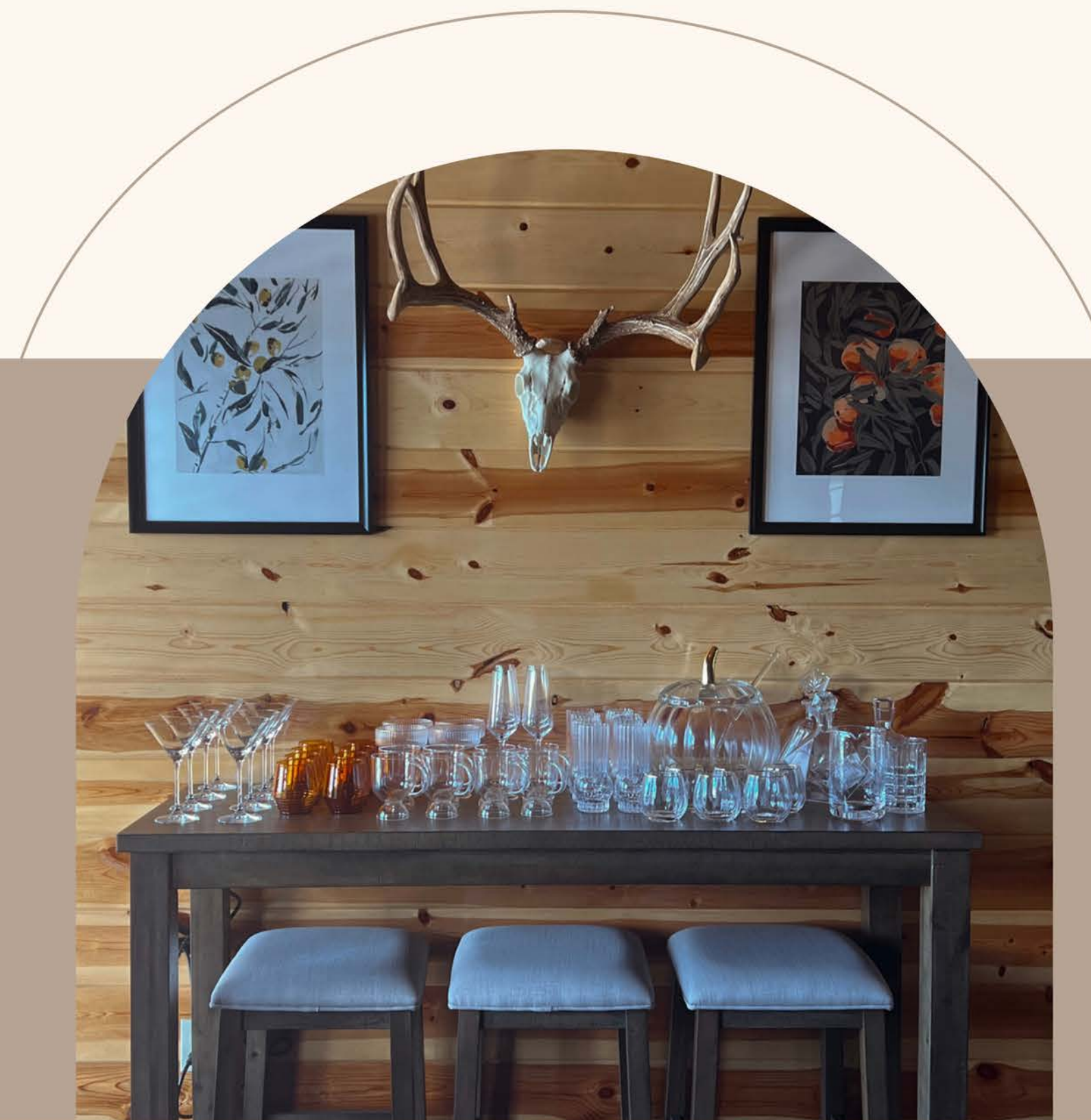
September 2022

Event Overview

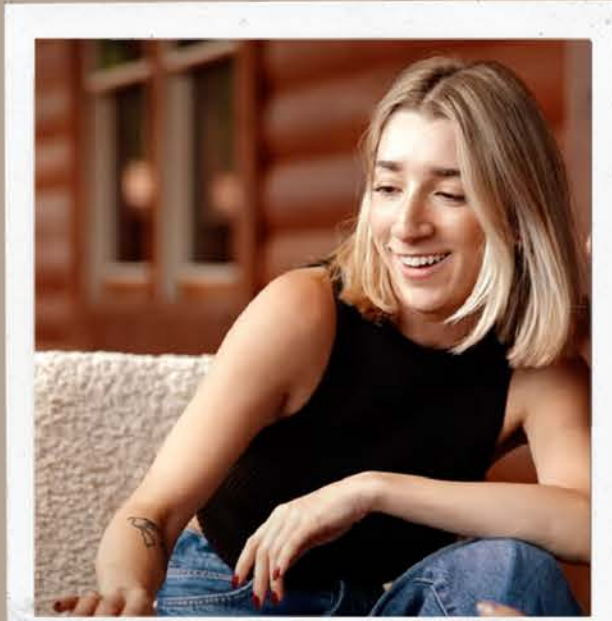
In September, we hosted a diverse group of Cocktail Creators in a luxury compound atop the Tennessee Smokey Mountains, providing them with a fresh space to create and commemorate the start of Fall.

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



Evie
@drinksbyevie



Steph
@bevsbybeverly



James
@beautifulbooze



Colleen
@sprinklesofcocoa



Brenton
@cheerstohappyhour



Fiona
@cocktailswithmenyc

Brand

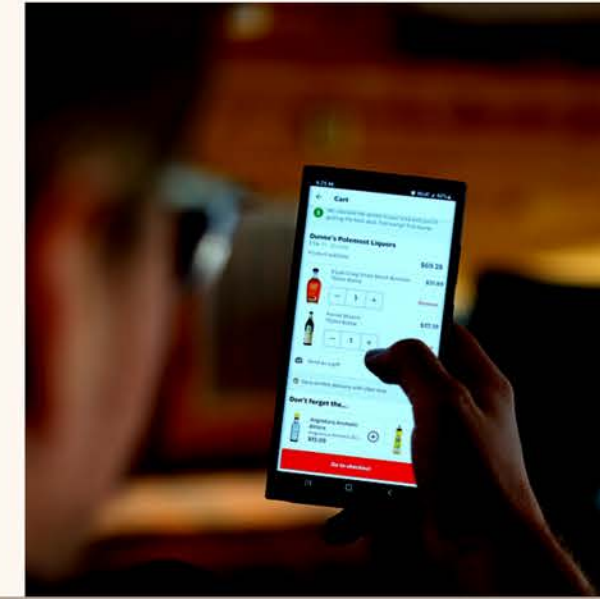
TEA FORTÉ



VISKI



DRIZLY



COCOA BOMB



GOSLINGS



BAILEY'S



NATURAL LIGHT

Partners

Tea Forté

Our effort with this brand was to create drinks recipes with their teas for the fall season. Their fall collection of teas has a wonderful array of flavors like: Blueberry Merlot, African Solstice, White Ginger Pear, and Orchid Vanilla.

SCOPE OF WORK:

- 1 dedicated Instagram Reel from 2 primary influencers: @drinksbyevie & @beautifulbooze
- 1 dedicated Instagram Story with 3 frames from five influencers
 - Stories to include dedicated links to products and brand tag
- All content featuring Tea Forté will be available to organically repost on branded channels for 3 months with credit to creator, including recipes
- Gallery of 5-10 additional images/videos for brand digital use for 1 year - no credit required for posting



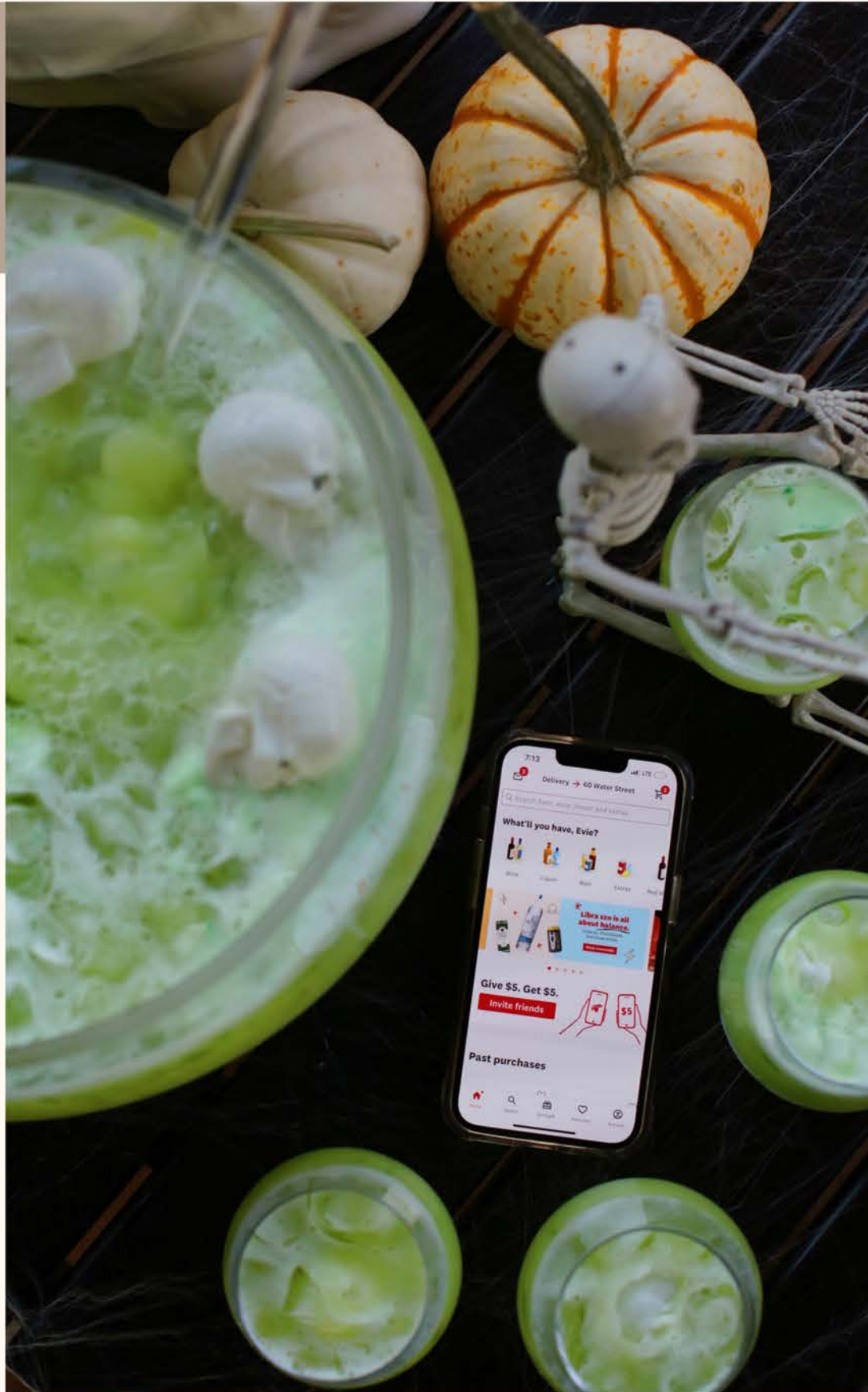
Viski

The team at Viski was kind enough to provide all of the glassware and barware for the house. To showcase their amazing range of products, we developed a “Viski Wall” featuring the glassware for influencers to use exclusively at the house for all of their cocktail creations.

SCOPE OF WORK:

- 1 dedicated Instagram Story with 3 frames from all influencers
 - Stories to include dedicated links to products and brand tag
- All content featuring Viski will be available to organically repost on branded channels for 6 months with credit to creator
- Gallery of 20 additional images/videos for brand digital use for 1 year - no credit required for posting





Drizly

For this collaboration, the brand was seeking Autumnal cocktails, while showcasing the use of their alcohol delivery mobile app. Our creators shared seasonal drink recipes that their followers could easily replicate at home with the help of the Drizly app.

SCOPE OF WORK:

- 1 dedicated Instagram Reel syndicated to Feed from all creators
- 1 dedicated Instagram Story with 3 frames from five influencers
 - Stories to include dedicated links to products and brand tag
- All content featuring Drizly will be available to organically repost on branded channels for 2 months with credit to creator, including recipes
- Gallery of 20 additional images for brand digital use for 2 years - no credit required for posting

Cocoa Bomb



A Heritage Distilling product coming out of the Pacific North West, Cocoa Bomb's effort in the house was to celebrate its robust chocolate flavored whiskey. Our creators competed against each other in a Halloween candy inspired cocktail contest, voting on the most creative & tasty concoction to be featured on the Heritage Distilling Instagram as a collaborator post with a \$2.5k bonus.

SCOPE OF WORK:

- 1 dedicated Instagram Reel syndicated to Feed from one creator:
 - @drinksbyevie
- 1 dedicated Instagram Story with 4 frames from one influencer sharing the Cocoa Bomb Halloween Candi-inspired cocktail contest
 - Stories to include brand tag
- All content featuring Cocoa Bomb will be available to organically repost on branded channels for 1 year with credit to creator
- Gallery of 5 additional images for brand digital use for 1 year- with credit to creator

Gosling's Rum



Our creators worked with this brand to craft seasonal recipes featuring their newest, superior blend of premium aged Bermuda rum. With an oaky nose, hints of salted caramel and luscious spice, and a smooth finish, Gosling's Spirited Seas was the perfect rum choice to accompany the rich, earthy flavors of Fall.

SCOPE OF WORK:

- 1 dedicated Instagram Feed post, either Reel or static image, from all creators
- 1 dedicated Instagram Story with 3 frames from all influencers
 - Stories to include dedicated links to products and brand tag
- All content featuring Goslings will be available to organically repost on branded channels for 2 months with credit to creator, including recipes
- Gallery of 10 additional images for brand digital use for 1 year - no credit required for posting



Bailey's



The brand asked our creators to help showcase their newest S'mores flavor in special cocktails shared around a bonfire with the snack that inspired it all. Coastline Creatives constructed this key moment, booking a separate AirBnB that provided the perfect cozy, campfire backdrop to help accentuate Bailey's Limited Time Offer.

SCOPE OF WORK:

- 1 dedicated Instagram Reel from 2 primary influencers highlighting their new LTO S'mores flavor: @beautifulbooze & @bevsbybeverley
- 1 dedicated Instagram Story with 3 frames from all influencers
 - Stories to include dedicated links to products and brand tag
- All content featuring Bailey's will be available to organically repost on branded channels for 3 months with credit to creator, including recipes
- Gallery of 5-10 additional images/videos for brand digital use for 1 year - no credit required for posting



Natural Light



The nostalgic brand wanted content produced for their own digital use. Three creators were asked to develop and shoot original recipes for three seasons of global moments in just three days.

SCOPE OF WORK:

- @drinksbyevie, @sprinklesofcocoa, & @bevsbybeverley to develop 10 craft cocktails incorporating and celebrating Natural Light products:
 - Natural Light Vodka
 - Natural Light Beer
 - Naturdays Strawberry Lemonade
- Requested themes for all 10 cocktails:
 - 1 Halloween cocktail recipe
 - 2 Holiday cocktail recipes
 - 1 NYE cocktail recipe
 - 1 Fall cocktail recipe
 - 1 Spring cocktail recipe
 - 2 Summer cocktail recipes (Coastal or Boating-themed)
 - 2 Fourth of July / BBQ-related cocktail recipes
- Gallery of 50 still images for brand digital use for 1 year - no credit required for posting



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.

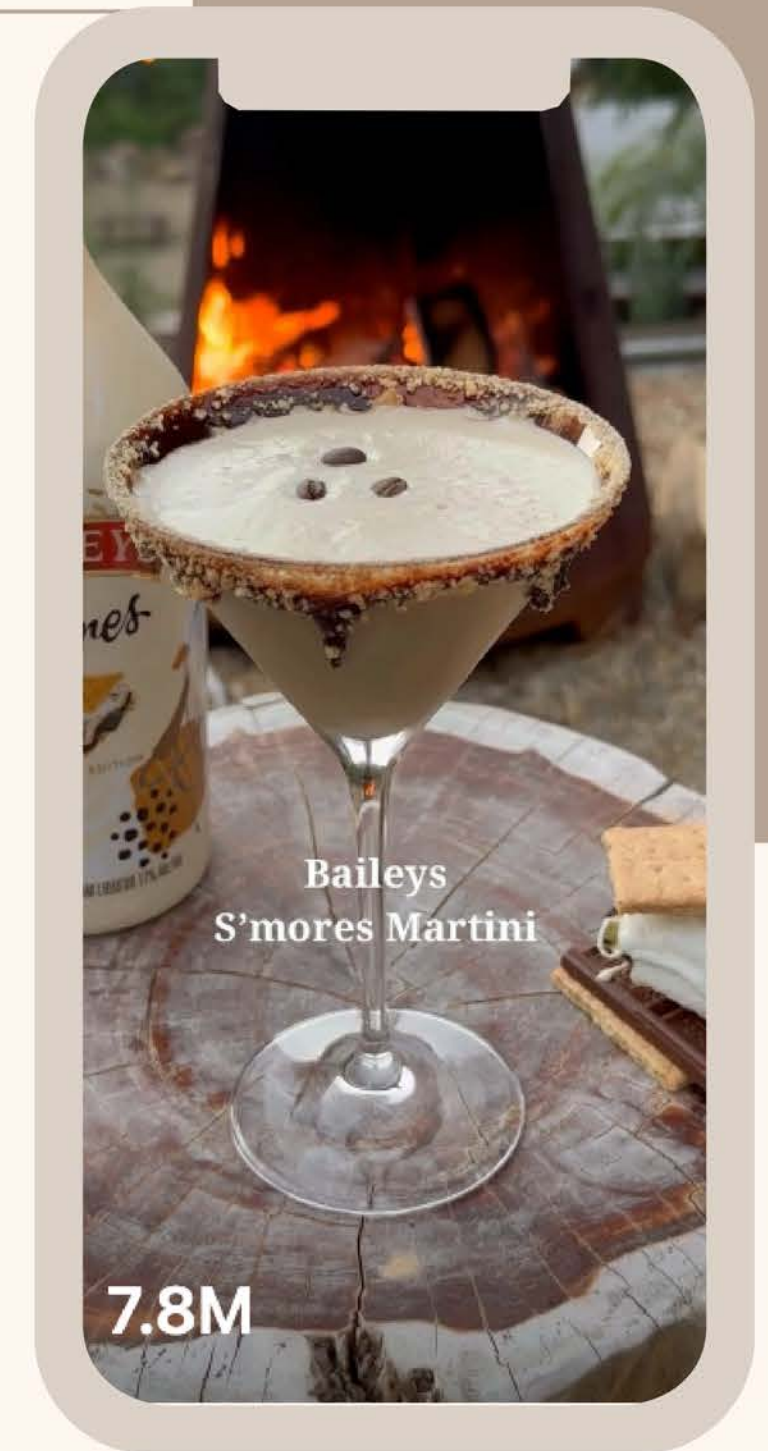
Valuable Wins

VIRAL CONTENT

- An Instagram Reel created by @bevsbybeverley for Bailey's LTO S'mores product hit

BRAND MAXIMIZATION

- As a result of building an engaging campaign, there was a massive over-delivery of content created entirely organically for Heritage Distilling around their singular Cocoa Bomb product. The brand came out with 3x as much content as their contract originally guaranteed.
- With our careful selection of creators developing high level content at the top of their industry, Gosling's specifically chose our event to launch their new premium product, Gosling's Spirited Seas Ocean Aged Rum.
- Contracted to create content for three separate Natural Light products across ten different key global events, our creators supplied another organic over-delivery of images, capturing multiple seasons of content regardless of the one in which they were shooting.



A Look At The Numbers

3

Total Days Together

9,000,000

Total House Impressions

357,000

Total House Engagements

169

Total Social Placements

72,000

Total Saves

500+

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 two roundtable podcasts, where a few of our creators spoke as guests:
 - [Episode 1](#) & [Episode 2](#)
 - 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 benefitted from evergreen placement.

Fall 2022



@drinksbyevie



Cocktail House Guide

Moodboard Moments

