



NANTUCKET COCKTAIL HOUSE

Review & Summary

OCTOBER 2023

EVENT OVERVIEW

In October, we hosted a diverse group of Cocktail Creators in a luxury island home located in Nantucket, providing them with a fresh space to create and commemorate the start of the fall and holiday seasons.

The house provided opportunities for brands to be included in moments of creativity and celebration, through community-building activities and exploration of this beautiful and historic island.

As a result, we were able to execute on a series of sponsored content, brand-owned image & video galleries, and strategic cross-promotion of sponsored content amongst the attendees.



CREATORS



Justin
[@thirstywhale](#)



Natalie
[@beautifulbooze](#)



Evie
[@drinksbyeve](#)



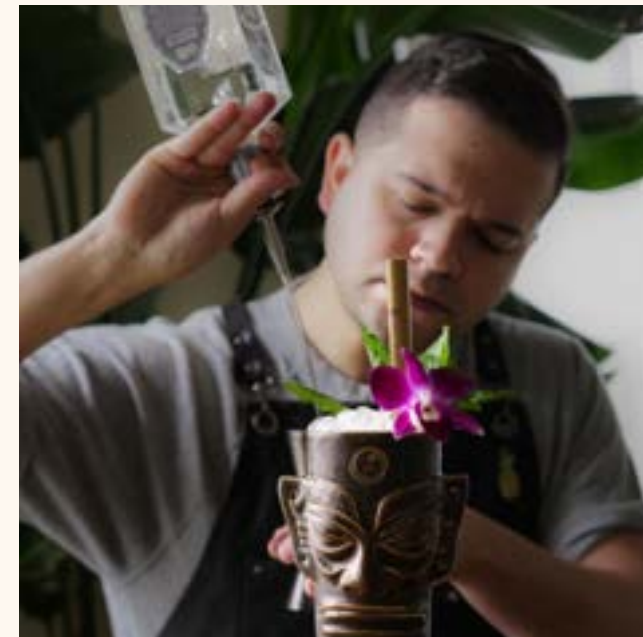
Chris
[@notjustabartender](#)



Ashley
[@craftandcocktails](#)



Steph
[@bevsbybeverly](#)



Josh
[@driftersjoint](#)



Kelly
[@yellowbellykelly](#)



Lucas
[@thelucasassis](#)



OUR BRAND PARTNERS



VITA COCO



Our collaboration with this brand was dedicated to crafting delightful holiday and seasonal cocktails spotlighting the refreshing taste of Vita Coco Coconut Water. These recipes were meticulously designed to center around fostering meaningful connections and celebrating the spirit of the season.

SCOPE OF WORK:

- 1 dedicated Instagram Reel from six creators
 - Content syndicated to TikTok
- 1 dedicated Instagram Story with 3 frames from six creators
 - Stories included dedicated links and brand tag
 - Cross-promotion - creators shared 3 Reels to their stories
- Gallery of 10 additional images/videos for brand digital use for 1 year

LA MARCA



Five talented creators at the house were chosen to team up with La Marca to craft exquisite, timeless cocktails showcasing the brilliance of their Prosecco. Each of these creative minds concocted distinct recipes which were shared through Instagram Reels and Stories.

SCOPE OF WORK:

- 1 dedicated Instagram Reel from five creators
- 1 dedicated Instagram Story with 3 frames from all five influencers
 - Stories included dedicated links and brand tag

STILL AUSTIN

Still Austin enlisted creators to showcase two whiskey expressions: Straight Bourbon and Cask Strength Rye. This collaboration produced six unique cocktails highlighting the tasting notes, along with one creator who offered an educational perspective on the differences between the expressions and their ideal cocktail uses.

SCOPE OF WORK:

- 1 dedicated Instagram Reel from six creators
- 1 dedicated Instagram Story with 3 frames from six creators
 - Stories included dedicated links and brand tag
- Gallery of 10 additional images for brand digital use



FLECHA AZUL



This brand carefully selected three influencers at the house, tasking them with crafting evergreen content that will live on Flecha Azul's social channels. These creators enthusiastically embraced the creative guidelines of choosing one of their expressions (Blanco or Reposado) to tailor their recipes around.

SCOPE OF WORK:

- 6 cocktail recipes from three creators
 - 1 video of each recipe
- Gallery of 40 additional images for brand digital use

KEY LEARNINGS

- Our team hosted two separate groups of cocktail creators, each given 6 days to both create content for our brand sponsors and foster connections and collaborations among themselves.
 - While we successfully hosted consecutive weeks with creators, we've realized that a more individualized approach, focusing on one group at a time, serves them better.
 - This experimental approach provided brands with more options for collaboration and allowed our team to be more adaptable to their specific needs and timelines.
- Operating on an island posed unique challenges, demanding meticulous planning and consideration of the materials required for creators to produce content.
 - The house itself offered ample space for displaying glassware and various vignettes tailored to specific style and lighting requirements.
 - In our future project planning, we aim to select locations closer to essential resources, particularly in the food and beverage categories, to ensure the success of our collaborations.



VALUABLE WINS

- By fostering a collaborative space for these creators, genuine relationships and organic content development flourished, resulting in increased visibility and engagement across their respective audiences.
 - **Further to this point, our coordinated cross-promotion strategy enhanced organic performance. For select scopes, each Reel was syndicated on no less than 2 other creators' stories on a timeline that coincides best with the Instagram algorithm.**
- Through our careful selection of top-tier creators that trust Coastline Creatives, brands participating in this experience benefitted from a singular contract and billing process. Our team was also responsible for all logistical campaign details and backend management, saving valuable time and resources for brands.
- These diverse groups of creators brought unique expertise and backgrounds to the table. Varying levels of education and skill flourished with creators who had complementary skill sets and these relationships have been maintained long after the house concluded.



A LOOK AT THE NUMBERS

12

Total Days Together

1.6M+

Organic Impressions

41.2K

Total Engagements

230+

Total Number of Assets
Provided

23+

In-feed Placements

8.5K

Total Saves



ADDED VALUE

15+

Added Value
Social Placements

74K+

Added Value
TikTok Impressions

- We strategically selected creators who also have a presence on other platforms besides Instagram - namely TikTok in hopes of editorial syndication on their feeds without additional payment or need for disclosure.
 - **This strategy proved fruitful with many pieces of content syndicated to TikTok and additional organic content shared on Stories and Reels yielding 15+ additional placements with no cost felt to our brand partners.**
- 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 covering important topics about their experience in the industry demonstrating their thought leadership and contributing to the larger creator community.
- 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 on any platform - giving brands peace of mind that disclosure was clear and correct.



Mood Board Moments

