

BEATTIE'S™

DISTILLERS

'Tis the Season for Beattie's // Case Study





Overview

Beattie's Farms & Distillers is a family-run distillery based out of Alliston, Ontario. Dedicated to creating premium farm-to-bottle products, Beattie's produces spirits from the finest potatoes.

Hoping to reach more consumers during the 2021 holiday season, Beattie's asked **Socialdrop** to help spread the word about the brand and its gift-worthy products.

After sharing holiday-themed content on social media to generate excitement, we created unique influencer kits complete with a Beattie's recipe book, Beattie's spirits, and more. We sent these kits to relevant social media influencers, who then demonstrated how easy it is to make cocktails with Beattie's products.

This influencer campaign was a fun, engaging way to improve consumer awareness of the Beattie's product line, increase sales, and boost brand awareness through social media content.



'Tis the Season for Beattie's

Get in the holiday spirit with good food, good company, and most definitely good cocktails.

Goal: Spread awareness about the Beattie's product line, push sales, and compile content.

How: Leverage targeted influencers to showcase unique holiday recipes featuring Beattie's vodka.

When: Christmas 2021.

Who: Toronto-based food and lifestyle influencers.

| **Campaign Length:** 4 weeks



Strategy:

We set out to inspire people to think Beattie's during the holiday season. To accomplish this, we worked with a mixologist to infuse Beattie's into traditional holiday drinks, and we curated a cocktail recipe book featuring these drinks.

Content Strategy:

- Holiday studio shoot
- Curated cocktail recipe book (physical and digital)
- Motion graphics
- Webpage featuring Beattie's cocktail recipes

Marketing Strategy:

- Influencer cocktail kits
- Strategic partnerships
- Local influencer collaborations

PHASE 1
CONTENT STRATEGY



Studio Shoot

We rented a holiday-themed space for a photoshoot, teamed up with a local mixologist to create tailored cocktails, and sourced unique props to add the perfect holiday touch to a new collection of social media content.

Space: Preto Loft

Duration: 5 hr 30 min

Prep:

Worked with mixologist to curate drink menu

Planned shot list [with photographer]

Hired bartender

Acquired props and ingredients

Hired and styled models

A studio shoot is a cost-effective way to capture the look and feel of your campaign and brand. It offers a controlled, private environment for collaboration between your team and ours, making it a great opportunity to come together on the campaign's vibe.



Shot 1 Boozy Apple Pie (recipe book)

- Stylized shot of cocktail #1
- Two drinks, 1 foreground - 1 background
- Shot on b/w rug with logs and branches
- Apple props in bg
- High-angle shot



Shot 2 Boozy Apple Pie (recipe book)

- 2 drinks w/ Apple Pie Harvest Shine bottle
- Shot on b/w rug with logs and branches
- Low-angle shot



Shot 3 Boozy Apple Pie (social)


- Lifestyle shot for social
- Vertical
- Cheers with 2 hands
- Shot over b/w rug with logs and branches



Shot 4 Boozy Apple Pie (website)


- Clean - no props
- Shot on marble surface, white background
- Vertical
- Same angle as inspo

Drink Example


Shot 5 Candied Yam Martini (recipe book)

- Stylized shot of cocktail #2
- Three drinks, bundled
- Shot against lighter/white surfaces (blankets, pillows, white fur) so drink stands out
- Martini glass
- Shaker in bg



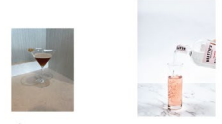
Shot 6 Candied Yam Martini (recipe book)

- 2/3 drinks w/ Beattie's Sweet Pot. bottle AND Cold Brew Coffee Liqueur
- Shot against lighter/white surfaces (blankets, pillows, white fur)
- Zoomed in



Shot 7 Candied Yam Martini (social)



- Lifestyle shot for social
- Vertical
- Three hands resting on white fur rug
- Trees logs and blankets
- birds eye



Shot 8 Candied Yam Martini (website)


- Drink + 2 Beattie's bottles
- Shot on marble surface, white background
- Vertical
- Same angle as inspo

Drink Example


Shot 9 Holiday Fizz (recipe book)

- Stylized shot of cocktail #3
- One drink
- Shot on wooden side table
- Grey wall as bg
- Rosemary sprigs on table
- Close-up shot




Shot 10 Holiday Fizz (recipe book)

- 1 drinks w/ Beattie's Pot. Vodka bottle
- Shot on wooden side table
- Grey wall as bg
- Further back shot




Shot 11 Holiday Fizz (social)

- Lifestyle shot for social
- Vertical




Shot 13 Festive Pomegranate

- Stylized shot of cocktail
- Moscow Mule cup x 2
- Oranges (whole/slices) props
- Shot on greyish, textured surface
- Red napkins
- Candles??
- Dark / romantic vibe
- Birds eye view



Shot 14 Festive Pomegranate



- 2 drinks w/ Beattie's bottle
- Same set up as above
- Bottle lying on back
- Or bottle in distance



Shot 15 Festive Pomegranate

- Lifestyle shot for social
- Vertical
- 2 models on bed with drinks
- Close up of body, hands
- + shot w/ faces included

Drink Example

Shot 16 Festive Pomegranate

- Moscow mule cup
- Shot on marble surface
- Vertical
- Same angle as inspo
- Full cup and close up of pomegranate, orange



Shot 17 Christmas Cranberry

- Stylized shot of cocktail
- 3 drinks (if time)
- Rocks cup
- Shot on shelf unit
- Champagne in bg in flute
- Sage leaves, cranberries
- Ingredients can be in background



Shot 18 Christmas Cranberry

- 2 drinks w/ Beattie's Cranberry Pot. Gin
- Bottle on shelf (maybe 2)
- Shot of Beattie's being poured
- Same set up as above



Shot 19 Christmas Cranberry

- Lifestyle shot for social
- Vertical
- 1 model on ladder climbing tree (having a drink while decorating)
- Close up of body, hands
- + shot w/ faces included



Shot 20 Christmas Cranberry

- Sage, cranberries and one hero cocktail
- Shot on marble surface
- Vertical
- Same angle as inspo
- maybe a pour shot

Drink Example



Photoshoot

By creating and executing on a shot list, we can plan ahead to capture specific content relevant to your campaign's season, milestone, event, or other special moment. Our experience and data from previous campaigns allows us to create fresh, custom content that stands out equally to Instagram's algorithms and users—and to your intended audience.



Beattie's Cocktail Recipe Book

The Beattie's cocktail recipe book, *Drink and Be Merry*, includes seven cocktail recipes for the holiday season. Each recipe includes ingredients and techniques for crafting the perfect holiday cocktail with Beattie's.

Application:

Hard copy for media kits

Web version for website

Social assets for Instagram

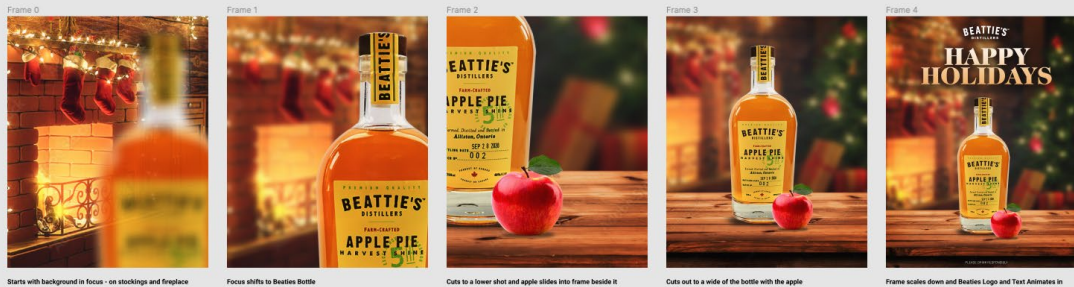


Motion Graphics

We crafted several motion graphics to spread holiday cheer while promoting awareness of the Beattie's brand. These short animations are a quick, efficient way to inspire and inform online audiences.

Happy Holidays

Song: <https://musicbed.com/songs/deck-the-halls/24619>



Holiday Drinks

Song: <https://musicbed.com/songs/christmas-tree-instrumental/45847>



note: the above are animated motion graphics.

Motion graphics are animated graphic designs, usually featuring text, that we use to quickly convey information while also entertaining the viewer. When creating motion graphics, we aim to delight your audience and inspire them to take a specific action.

Webpage

The screenshot shows the Beattie's Distillers website. The browser address bar displays beattiesdistillers.com. The navigation menu includes: HOME, FARM TO BOTTLE, OUR PRODUCTS, OUR STORY, COCKTAIL RECIPES, DRINKS, USA WHERE TO BUY, SHOP, SEARCH, ACCOUNT, and CART - 0. The main content area features a grid of five cocktail images. The bottom-right image is a 'Holiday Fizz' cocktail in a glass with a red rim, overlaid with the text 'Holiday Fizz' and a 'View' button.

To maximize conversions from this campaign—that is, converting social followers into customers—we added the recipes to the Beattie's website in order to drive traffic to the site from Instagram.

PHASE 2
MARKETING STRATEGY



Influencer Cocktail Kits

We created an influencer cocktail kit to give relevant influencers a taste of the Beattie's brand and products. By using this kit to mix cocktails on their channels, the influencers provided their followers an opportunity for fun, interactive engagement with the brand.

Goal: Provide a look at Beattie's "farm-to-bottle" approach to distilling.

Kit Items:

Drink and Be Merry Beattie's Cocktail Recipe Book

Beattie's spirits

A handwritten card

Cocktail garnishes from Cocktail Companions



Influencer media kits have become our go-to marketing tool for elevating influencer campaigns, and for good reason. These kits allow us to better control the content of influencer campaigns and increase their impact on brand awareness. Our visually beautiful kits encourage influencers to show off branded content on their channels. We also focus on fun—the more creative and engaging the kit, the better the content it will inspire.

We grow, mash, and care for our farm to bottle vodka all on our own, all together here in Alliston, Ontario. And we've been enjoying it that way for five generations. We invite you to do the same.



Strategic Partnership

We partnered with Cocktail Companions, a Toronto company specializing in dehydrated cocktail garnishes.

By including these garnishes in the photo campaign and providing them in the influencer cocktail kits, we allowed influencers to elevate their content—and with it, the Beattie's brand.

Budget: Sponsored

Influencer Collaborations

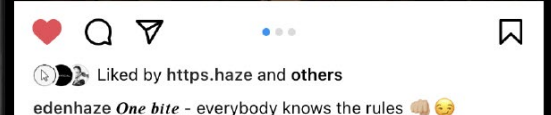
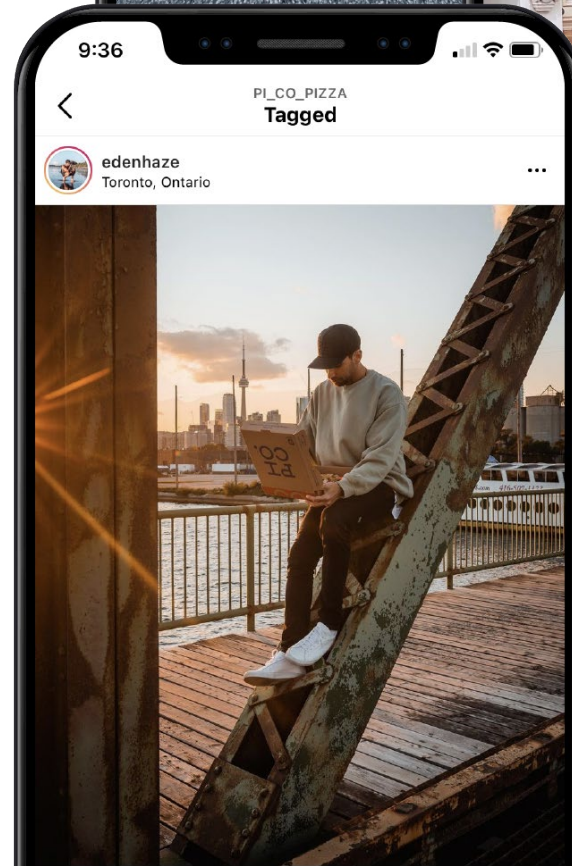
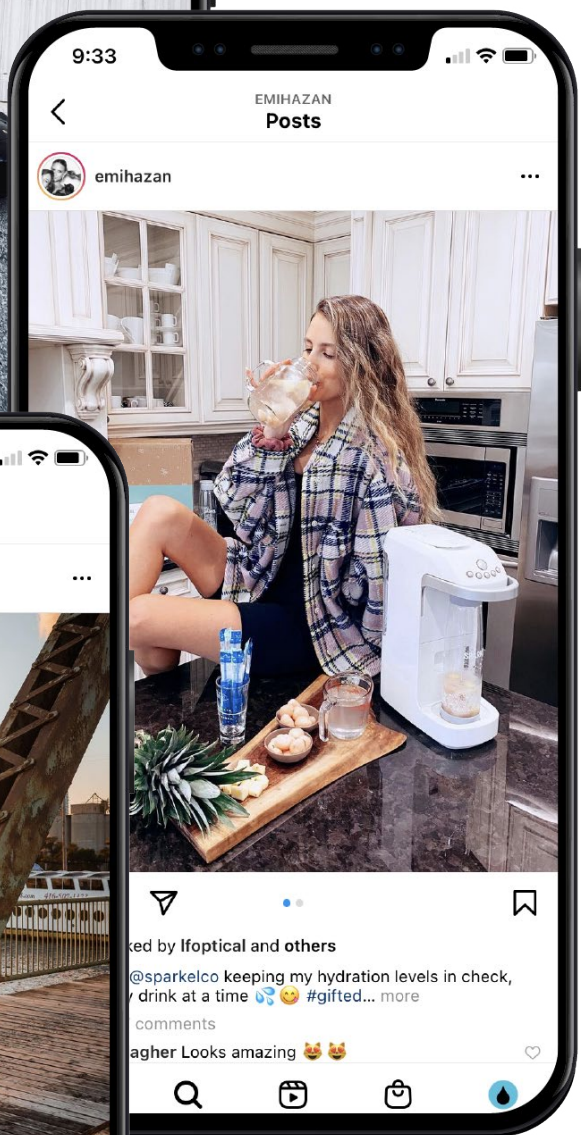
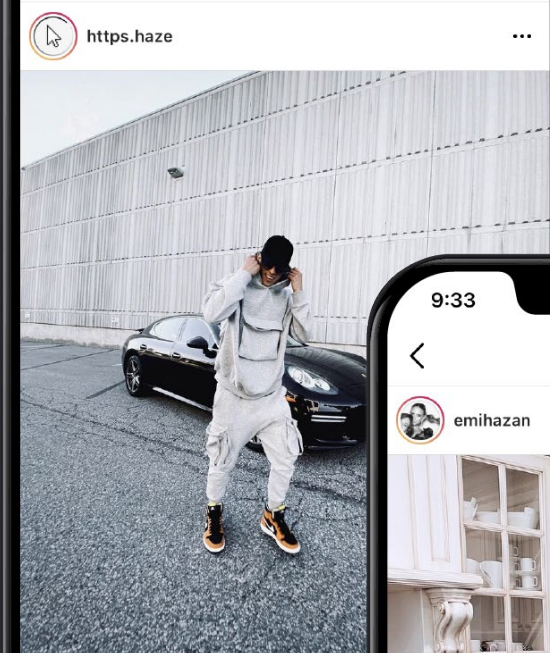
After extensive vetting, we reached out to 16 key influencers (paid and non-paid) across Toronto and the GTA to help spread awareness about Beattie's during the holiday season.

Each influencer was gifted a Beattie's cocktail kit to share with their followers and create custom content with.

The Ask:

- 1 x feed post
- 1 x story unboxing
- Unlimited stories

Social media influencers, also known as content creators, are skilled brand strategists in their own right. Teaming up with targeted influencers that are relevant to your campaign allows us to reach a wider audience and increase brand awareness. Influencer partnerships also result in cost-effective, high-quality content that you can repurpose later.



THE RESULTS



Content



Content



Organic Engagement

The hype:



ajthetechnologist What a great way to prepare for NYE 🥂🥂

21w 2 likes Reply



billfoodie Wow that's interesting! The first Canadian distillery to make a gin from potatoes!!! I want to try this!



yeahfoodbeer Spread perfection right here!

18w Reply



theathleisureteacher I neeeeeed coffee liqueur to make espresso martinis!

20w 1 like Reply



explorethetreats with the way the world is goin, i could use one every HOUR LOL

20w Reply

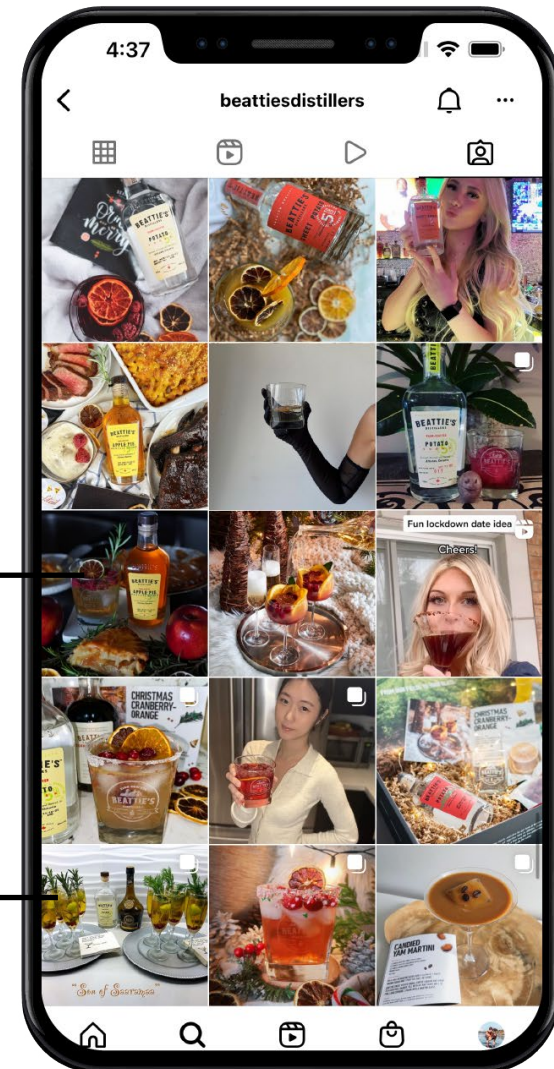


thisgirleatsny Oooh that moonshine flavor sounds dope

18w Reply



tastebytes Bringing the cozy vibes associated with apple pie flavours all year round with this drink! 🍷



The following is a screengrab of the "tagged section" on the Beattie's Instagram profile.



THE IMPACT



16

Influencers

604K

Reach

16

Feed Posts

543

Likes & Comments

46

Stories





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