

## **Overview**

Craft Distillers, such as Dented Brick, face a challenge in reaching consumers and in gaining entry into bars and retailers. Traditional advertising is expensive and fraught with legal restrictions and distributors focus their efforts on the big brands.

An alternative approach to product discovery is to demonstrate how Dented Brick spirits are being used by master bartenders and mixologists to create beautiful and delicious cocktails. Evidence of how Dented Brick spirits are being used in actual drinks lowers risk for consumers and increases credibility among bars and retailers.

To achieve this end Dented Brick enlisted Crafted Pour tastemakers to create cocktails for some of its key products. These recipes are shared on the tastemakers' social accounts and then can be used by Dented Brick in a variety of marketing applications.

## **Approach**

To test the effectiveness of the tastemaker program on Dented Bricks sales, we analyzed the sales of products for which at least six recipes were created and shared over a two-month period. There were six products that we included in the analysis for Dented Brick. Three of these are specialty products: Bristlecone Gin, Antelope Island Rum and Disco-nut Rum, and three are high volume products: Craft Gin, Craft Rum and Craft Vodka. For the low volume products we included the first two months when recipes appeared and the two months following (because additional recipes were shared but the frequency tapered off). The recipes for the high volume products were more spread out (due to an artifact of our sample shipments), so we included four months after the original recipes appeared.

In order to account for increases in sales due to other efforts, we calculated the year over year sales increase for each product during the commensurate period before the start of tastemaker recipe creation and sharing (prior four months for specialty products, and prior six months for high-volume products) and parceled it out of the measured sales increase.

The result was the **additional** YOY sales increase correlated with Dented Brick's participation in the tastemaker program.

## **Results**

During the applicable months, Tastemaker recipes for these products had an estimated reach of 1.7 million. Two things are notable about this figure. First, these are people who follow cocktail creators, so they are specifically interested in cocktails and spirits. Second, this number represents roughly three exposures per product per individual consumer. This is important

because repeated exposures have been proven to increase positive affect towards brand and improve memory for the brand.

The average number of bottles sold across these three specialty products is roughly 1,500 bottles per product per year. These products experienced a 44.7% average increase in additional YOY sales during the applicable months from the tastemaker program. The average number of bottles sold across the three high-volume products is roughly 50,000 bottles per product per year. These products experienced a 5.2% average increase in additional YOY sales during the applicable months from the tastemaker program. The combined average increase in sales was 25%.

## **Analysis**

The tastemaker program has been an extremely cost-effective way for Dented Brick because of the way that the company has leveraged the recipes.

- Dented Brick uses the Crafted Pour Plug-in to display tastemaker recipes natively on its website, ensuring that website content is always fresh
- In sales efforts to bars and retailers, Dented Brick illustrates usage of its spirits by showing a gallery of tastemaker recipes
- Dented Brick reshapes tastemaker recipes on its own social channels
- In its tasting room, Dented Brick sells physical recipe books of tastemaker recipes

It is apparent that the impact of the tastemaker program is especially pronounced for lower volume products. In order to have a bigger percentage impact for the higher volume products it would be necessary to increase the number of months in which recipes are created and shared for those products.