

## **Overview**

Shadow Ridge is a small craft spirits brand. As such it lacks the budget for traditional advertising and must rely on creative solutions to spread the word about its products.

One way that Shadow Ridge has improved the perception of its brand is by enrolling in the Crafted Pour Tastemaker program. The photo and recipe content that Shadow Ridge has gained from participation in the program would have been dramatically more expensive had they hired a mixologist and photographer to create that content.

Shadow Ridge has also benefited from the variety and authenticity of the content produced by Crafted Pour Tastemakers. Rather than being limited to photos and recipes in just one style (as would be the case if hiring someone to create them), the Shadow Ridge content represents a wide variety of photography and taste profiles. This lends credibility to a small brand such as Shadow Ridge by promoting a more professional image and illustrating diverse usage of its products.

## **Approach**

Shadow Ridge is a small brand, so a breakdown of the sales of each product would result in too much variation to be meaningful. As such we compared overall bottle sales prior to and after entering the tastemaker program.

In order to account for increases in sales due to other efforts, we calculated the year over year sales increase for Shadow Ridge during the period before the start of tastemaker recipe creation and sharing and parceled it out of the measured sales increase.

The result was the **additional** YOY sales increase attributable to Shadow Ridge's participation in the tastemaker program.

## **Results**

Prior to enrolling in the tastemaker program, the average number of bottles sold by Shadow Ridge was roughly 300 bottles per year. Shadow Ridge experienced a 91.7% increase in additional YOY sales correlated with its participation in the tastemaker program.

During its participation in the Tastemaker program Shadow Ridge Tastemaker recipes have had an estimated total reach of 1.3 million. Two things are notable about this figure. First, these are consumers who follow cocktail creators, so they are specifically interested in cocktails and spirits. Second, this number represents roughly three exposures per individual consumer. This is

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

### **Analysis**

The tastemaker program has been an extremely cost-effective for Shadow Ridge because it has provided Shadow Ridge with professional quality content at a fraction of the price that they would pay to produce that content by hiring an individual photographer and mixologist. Furthermore, Shadow Ridge leverages this content by resharing tastemaker recipes on its own social channels.

It is apparent that the impact of the tastemaker program is especially pronounced for lower volume brands. The exposure via social media and validation by third party mixologists and bartenders greatly improves the brand image for small brands.