



THE ORIGINAL
GOLD BAR[®]
WHISKEY

Case Study

**Increasing Brand Awareness & Sales
Through Sports Marketing**

MILLIONS



Summary

Gold Bar Whiskey is an ambitious brand that is rapidly gaining popularity across the USA. It is not just the brand's award-winning whiskey and spirits that are attracting attention, but also the unique and premium design of its bottles. Gold Bar has been featured in music videos, Netflix TV shows, and has become the official whiskey of the San Francisco 49ers and official partner of the Las Vegas Knights.



Migos & Sean Paul Music Video
Product Placement



GOLD BAR AS FEATURED
IN
AD
ARCHITECTURAL DIGEST

Architectural Digest & Selling Sunset TV Show
Product Placement

Growing the Brand

As the brand looks to continue expanding its market share, it has focused on investing in strategies that produce results. The key pillars of its marketing and brand awareness strategy include sports marketing, influencer marketing, product placement, and digital video.

Influencer, digital video and product placement are key marketing pillars and drivers for our brand this year and beyond.

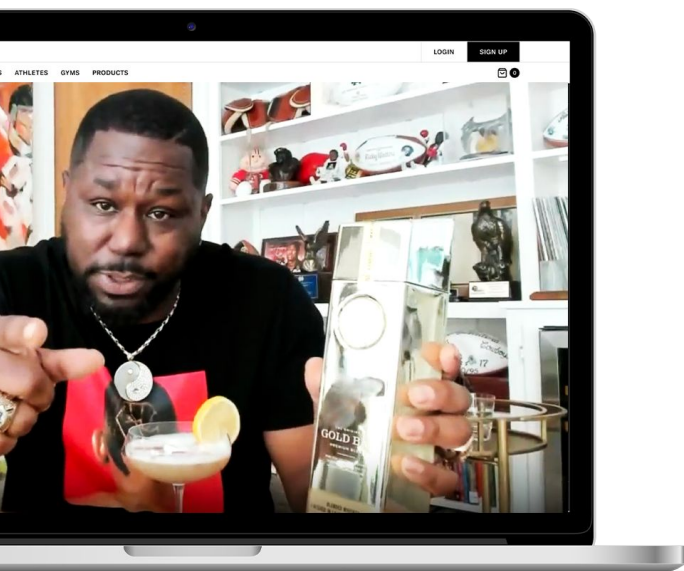
Sam Thumm

VP Marketing, Gold Bar Whiskey

That's why Gold Bar Whiskey partnered with MILLIONS.co, a social commerce platform that connects the sports world and is the leader in Sports WatchParties. "When Gold Bar was interested in further investing in sports, influencers, product placement, and digital video, it was a no-brainer for them to connect with us. MILLIONS' product and offering is a perfect combination of those pillars," says MILLIONS CMO Brandon Austin.

What is a WatchParty?

A MILLIONS.co WatchParty is like a TV commercial, an influencer campaign, a social media campaign, brand endorsement, and event sponsorship all in one. All events feature top athletes who are smart-matched to the company's target demographic and curated and operated by the MILLIONS team. It's a turnkey solution for any brand looking to invest in sports marketing or work with athlete influencers.



The Launch

Gold Bar was already familiar with marketing through sports, influencers, and product placement, but like many companies investing in this space, they were searching for better ways to track and receive ROI from their initiatives.

The brand was set to launch a special edition bottle commemorating the 40th anniversary of "The Catch" in partnership with the San Francisco 49ers. They had planned in-store POS, localized campaign initiatives, and efforts with the team, but still, Gold Bar needed a way to create authentic content, and have measurable results to scale its promotion of the new bottle.



The Catch

*Was the game-winning touchdown reception in the 1981 NFC Championship Game played between the Dallas Cowboys and San Francisco 49ers at Candlestick Park. **The Catch** is widely regarded as one of the greatest plays in NFL history.*

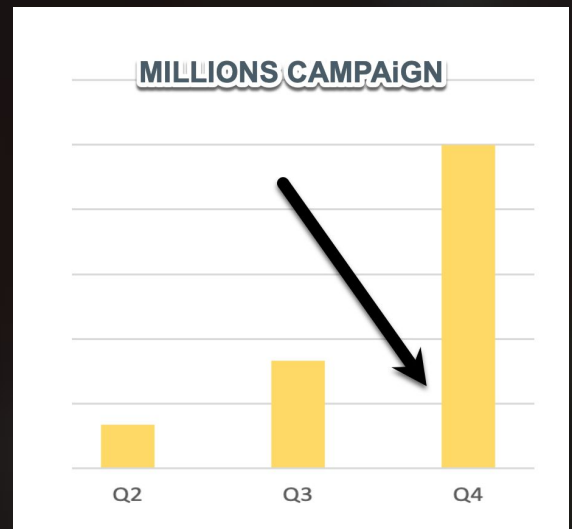
Watch Parties & The Catch

Goldbar partnered with MILLIONS to have San Francisco 49ers Legends host NFL regular season Watch parties, talk about "The Catch" and promote the brand and the bottle. The results were on par with the "The Catch". Incredible!



The Results

The bottles sold out within the month resulting in a record quarter for Gold Bar Whiskey in the California local market. Gold Bar also secured new retail partnerships, repeat orders and new store distribution within the quarter.



Campaign Summary & Creative

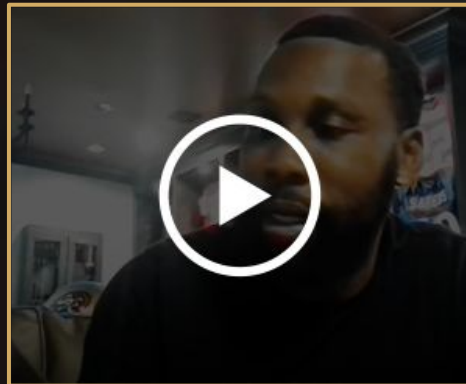
Cost: **\$25,000**
Impressions: **755,640**
Total Content Pieces: **44**
Influencer UGC Videos: **34**

“The Watchparty Campaign on MILLIONS was completely unique. There is no other platform that has such a great roster of athlete representation that allows use to promote content within a specific geography. The platform’s ability for talent to interact live with fans brings real-time engagement and consumer feedback to the next level. Access to all the content, social distribution and final creative done for us, as a turnkey package, was an added bonus. It was an incredible campaign with great ROI.”



Elliott Gillespie

President, Gold Bar Whiskey



Your Brand’s Launch

Are you a brand releasing a new product or a limited edition product? Need amazing UGC coupled with an influencer campaign and a strong targeted social media awareness campaign? Contact advertise@millions.co today.