

# APEROL 2022 ATL PLAN



Digital & Social Media

hulu

OUT VICE

UNBOTHERED



Vox BuzzFeed



GQ.com NYLON

ELITE DAILY

VOGUE.COM



Experiential

PR

**\$8MM**  
Total Investment



eCommerce

RESERVE BAR



Trade Media



Education



Visibility/ POS



The Aperol Spritz is the **#6 best selling cocktail** in the world

Influencers





# APEROL SPRITZ ADVERTISING & VISIBILITY

## DIGITAL SIGNAGE



## WRAPPED BARS



## FLOOR & WALL DECALS





# APEROL SPRITZ ACTIVATION OPPORTUNITIES

## FREE-STANDING CARTS



## ITALIAN SOCIAL CLUB

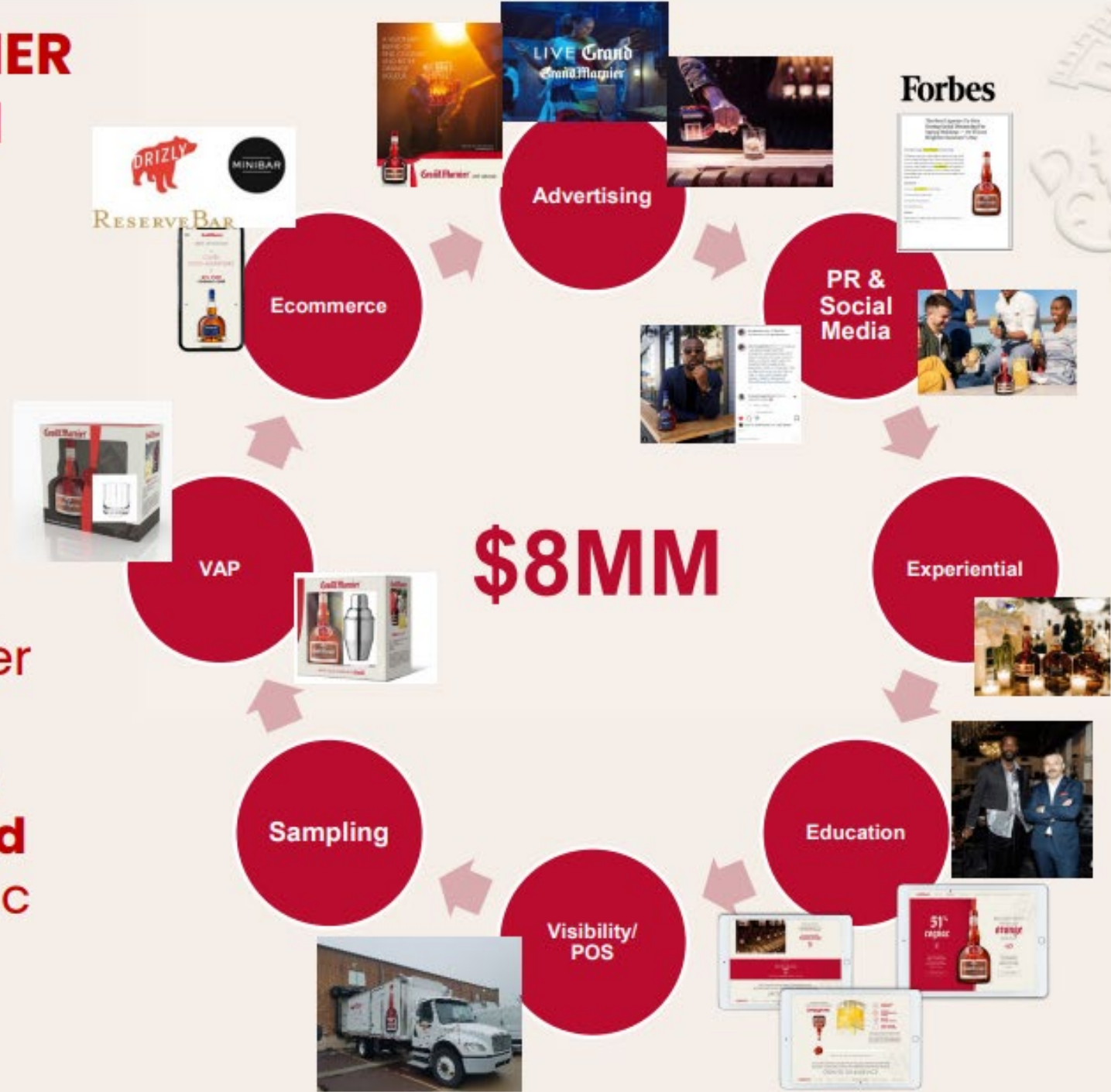


## POS & SERVICE ITEMS



Aperol Spritz drives a +47% increase in bill size vs just ordering beer\*

# GRAND MARNIER 2022 ATL PLAN



Grand Marnier has the **2<sup>nd</sup> highest media spend** of the Cognac category





# GRAND MARNIER ADVERTISING & VISIBILITY

## DIGITAL SIGNAGE



## WRAPPED BARS & FLOOR DECALS



## POS & SERVICE ITEMS



# GRAND MARNIER ACTIVATION OPPORTUNITIES

## GRAND MARGARITA



- Grand/Cadillac Margarita upsell
- Single-serve shakers & hitchhikers
- National Margarita Day

## GRAND SANGRIA



- Wine Partnerships
- Batch & Group service items
- National Sangria Day

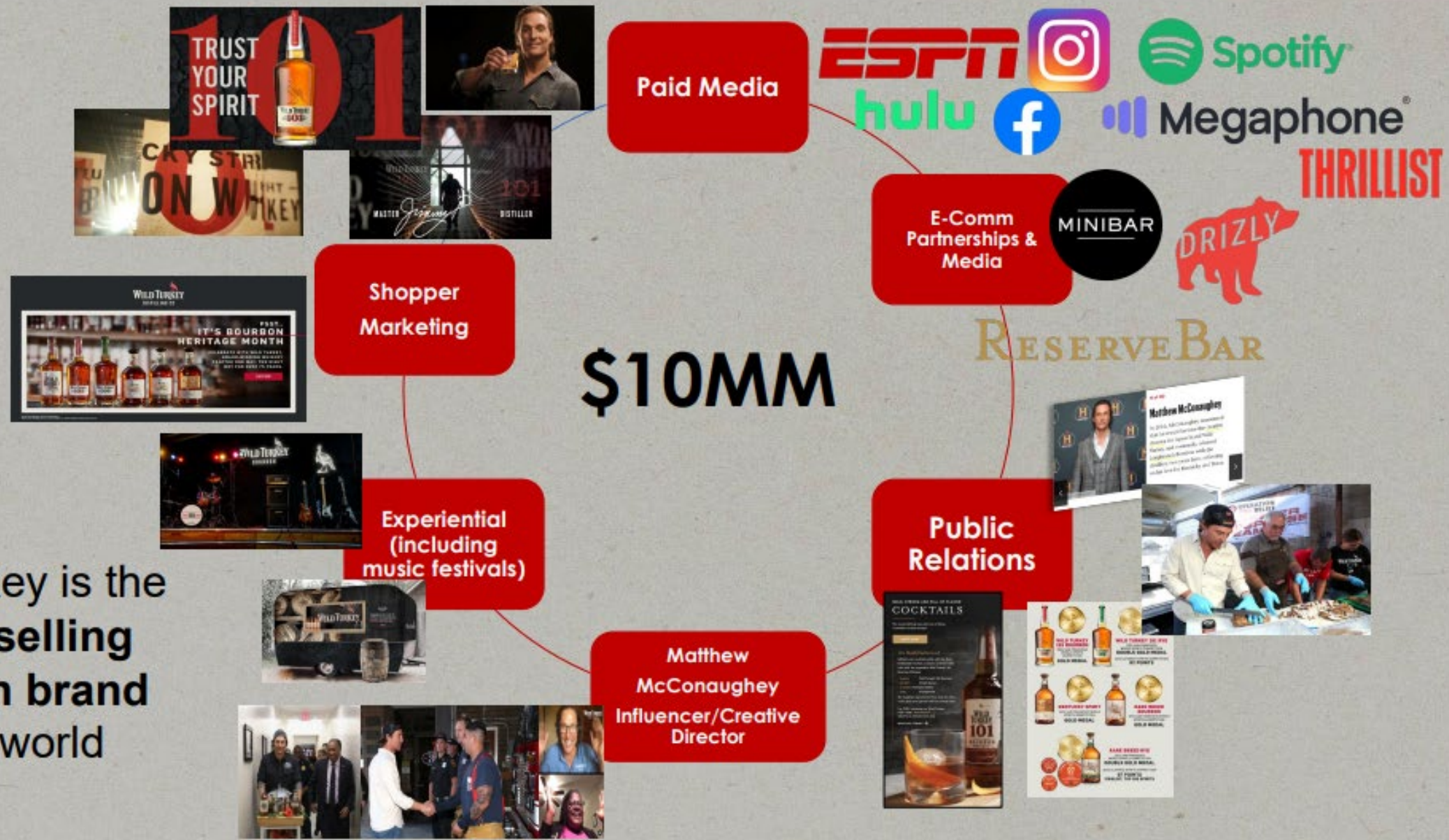
## GRAND CUVEES



- Curated tableside experience
- Grand Suite & Half Pour programs
- Brand Ambassador dinners



# WILD TURKEY 2022 ATL PLAN



Wild Turkey is the **#5 top selling bourbon brand** in the world

All Activities Where Legal



## Digital Signage



## Wrapped Bars & Floor Decals



## POS & Service Items





## *Music Festivals*



- Sampling activations
- VIP Experiences



## *Bourbon Heritage Month & 101 Day*



### **IT'S BOURBON HERITAGE MONTH**

CELEBRATE WITH WILD TURKEY, AWARD-WINNING WHISKEY CRAFTED ONE WAY, THE RIGHT WAY FOR OVER 75 YEARS.

- Bourbon Heritage Month LTO's
- (B)old Fashioned Fridays
- October 1<sup>st</sup>: 1 Wild Turkey Day

## *Kentucky Derby*



- Whiskey smash & Julep LTO's
- Watch parties
- "Win, Place, Show" flights