

Jim Beam - Launching a New Breed of Bourbon

Challenge

Jim Beam partnered with Padilla to engage new Bourbon drinkers and appeal to existing Jim Beam fans with the launch of its Red Stag liquor.

Strategy and Action

To generate consumer buzz and awareness, Padilla devised an approach that put the product in the hands of influencers and encouraged consumers to try it.

Results

Padilla engineered a tiered social media-relations strategy that helped boost sales of the product well past projections. Shipments in the first six weeks of 2009 exceeded Jim Beam's expectations for the entire year.

Meanwhile, coverage was 90 percent positive among the 527 stories that ran, reaching an audience of nearly 56 million.

