



# RESERVE BAR

---

COCKTAIL LOUNGE

February 10, 2022



# TABLE OF CONTENTS



## PROGRAM OVERVIEW

A quick at our vision and approach for developing the Cocktail Lounge.



## CORE SITE FEATURES

A walk-through of key site features.



## EXPANDING AWARENESS

A few examples of where Cocktail Lounge content is being shared as a part of our larger marketing strategies.



## PROGRAM RESULTS

Targets for 2021 and what was achieved in less than one year.





A LOOK AT

# COCKTAIL LOUNGE





**The ReserveBar Cocktail Lounge** ([Click Here](#)) was created to drive content to commerce strategies by enhancing cocktail recipe visibility and creative storytelling to encourage customers to explore new spirits, try new bartending techniques and deepen their use of ReserveBar.

While Cocktail Recipes were previously available to customers on individual product pages, we wanted to develop a dedicated editorial space that focused on exploration and inspiration first, while still providing access to the products highlighted within each page.

Collectively, we have been developing our content calendar focused on the core theme of *Celebrating Artistry*. We believe that by sharing and celebrating the creativity of makers, bold attempts in flavor, break-through in the industry and the magic of the process, we can inspire readers to deepen their understanding of spirits and feel empowered to try new techniques at home.

In support of this effort, not only do we use in-house writers, but we have also identified a growing list of industry experts and seasoned writers to share their experience through compelling editorial releases.





# KEY GOALS

- Become a key destination for discovery, learning and inspiration for making cocktails and the importance of at-home bartending.
- Leverage Cocktail Lounge to enable content-to-commerce by delivering compelling content that leads to purchase.
- Create a single location for communicating upcoming virtual events and expand scope as needed to support post-covid IRL.
- Deliver brand paid placement opportunities that drive Cocktail Lounge to become a net zero business cost by EOY21.
- Integrate recipes and editorial features for placements in email, social and additional communications to drive engagement, visits and readership (leading to purchase).
- Build an active contributor community of subject matter experts, bartenders, and brand ambassadors that actively deliver compelling spirit-focused storytelling.





- **Ideation (2020):** Cocktail Lounge V2 is developed in Adobe to enable an ongoing feedback loop that leads to a platform that can be developed by a selected partner / agency.
- **Formation (Dec 2020 - Feb 2021):** The site was scoped and developed by SDG to structure a platform that supports scalability and ongoing simplified content additions. The release was completed in February.
- **Optimization (Feb 2021 - 2Q21):** Transition recipes from .com product pages and the implementation of all features within the site will be implemented and tested in production.
- **Creation (3Q21):** Partner with industry writers, brand ambassadors, bartenders and brand partners to scale up the consistent release of new articles, recipes, events and features. Enhancements to content will be leveraged to maximize marketing, PR, email and social placements.
- **Promotion (3Q/4Q21):** Develop awareness for content by leveraging placements throughout marketing, PR, email and social.

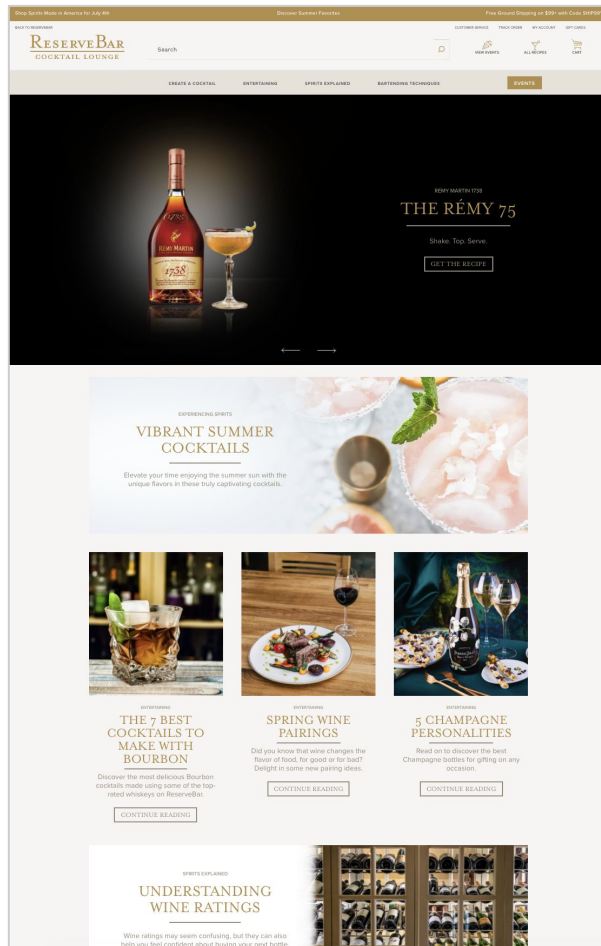
COCKTAIL LOUNGE

# SITE FEATURES





## INITIAL DEPLOYMENT



To prepare for a March 2021 launch, core site pages were developed to offer readers a solid MVP experience. This included:

- The Cocktail Lounge Homepage
- “All Recipes” Collection Page
- 15 “Classic Cocktails” Collection Pages
- 9 “Spirits” Collection Pages
- 9 Brand Collection Pages
- 170 Legacy Product Page Recipes
- 68 Newly Sourced Recipes
- 3 Content Category Pages
- 15 Articles





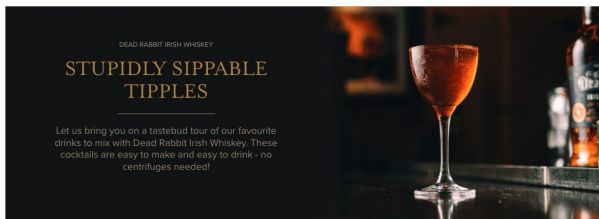
## COCKTAIL RECIPES



Since the launch, we have partnered with spirits brands to curate **over 380 Cocktail Recipes** in just under one year.

- Recipes include typical classics like the [Old Fashioned](#) or [Martini](#), but also deliver some unique flavors and approaches (as seen on left).
- The entire list of recipes can be explored in **All Recipes** or discovered by Spirit, Classic Cocktail or Brand.
- A common aesthetic of the bottle and cocktail placement was implemented as we discovered that many brands did not have lifestyle images for some of their most popular cocktails.
- Within each cocktail, we have the ability to add tutorial videos, imagery and in-depth descriptions when that information is provided by the brand partner. An excellent example of this is the [Barr Hill Gin Bee's Knees](#).





## EDITORIAL RELEASES

To date, we have released over **75 articles** on the Cocktail Lounge.







- Articles are separated into the ***Spirits Explained, Entertaining, Bartending Techniques*** categories.
- *Bartending Techniques* encourages readers to up their at-home bartending game with details on topics like bitters, simple syrups and smoking cocktails.
- *Spirits Explained* dives into the work behind spirits and details often missed. Behind the Brand specifically has become an interview feature with astounding personalities behind some compelling brands.
- *Entertaining* offers tips for pairings, gifting and mixing to help create that connection between good spirits and great hosting.







### CONTENT TO COMMERCE

Select All    Deselect All   **TOTAL PRICE: \$0.00**   **ADD (0) PRODUCTS TO CART**


 <p>FERRIERE JOUET FERRIERE JOUET GRAND BRUT NV \$64.00</p> <p>ADD TO CART</p>	 <p>MOET &amp; CHANDON MOET &amp; CHANDON IMPERIAL BRUT \$51.00</p> <p>ADD TO CART</p>	 <p>JAMESON JAMESON IRISH WHISKEY \$33.00</p> <p>ADD TO CART</p>
 <p>PASSOA PASSOA PASSION FRUIT LIQUEUR</p> <p>ADD TO CART</p>	 <p>LILLET LILLET ROSE</p> <p>ADD TO CART</p>	 <p>LA MARCA LA MARCA PROSECCO SPARKLING WINE</p> <p>ADD TO CART</p>

← **ITEM ADDED TO CART** 

SHIP TO: CA ▾



JAMESON  
JAMESON IRISH WHISKEY  
\$33.00

- 1 + 

**IS THIS ORDER A GIFT?**  
 Add a Gift Message to this Order

SUBTOTAL \$33.00

**CHECKOUT**

CONTINUE SHOPPING

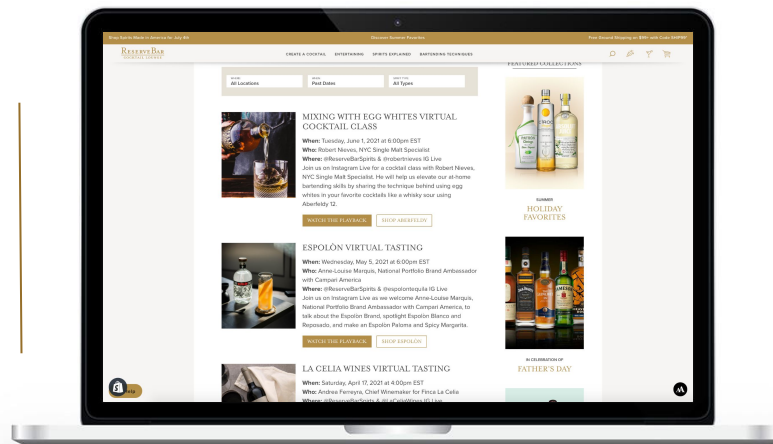
BUILD OUT  
THE HOME BAR

- All Recipe and Article pages enable readers to make on-page product purchases.
- Readers can select individual products or all items to add directly to Cart.
- The Cart is maintained through the reader's experience until they are ready to check out.





## ELEVATING EVENTS



- All upcoming Virtual Events (primarily hosted through IG Live or Zoom) can be found in a single location ([click here](#)).
- Past Events can also be accessed giving readers the ability to watch past Virtual Events that are now hosted on IGTV.



## BRAND PLACEMENTS

The screenshot displays the Reserve Bar website with three numbered callouts highlighting brand placements:

- 1** A featured cocktail recipe titled "FOX ON THE ROCKS" featuring a bottle of Fox brandy. The text reads: "Experience the extraordinary blend of Cognac, Armagnac, and French brandy in this simple yet exciting cocktail." A "GET THE RECIPE" button is visible.
- 2** A "BARTENDING TECHNIQUES" article titled "NON-ALCOHOLIC COCKTAILS TO TRY THIS DRY JANUARY". The text discusses celebrating sobriety and home bartending. A "CONTINUE READING" button is present.
- 3** A "DRINK HIGHLIGHT" article titled "STUPIDLY SIPPABLE TIPPLES" featuring a drink with Dead Rabbit Irish Whiskey. The text says: "Let us bring you on a taste-bud tour of our favorite drinks to mix with Dead Rabbit Irish Whiskey. These cocktails are easy to make and easy to drink - no screwdriver needed!" A "CONTINUE READING" button is present.

Other visible content includes:

- A "SMOKED COCKTAILS: WHY AND HOW TO MAKE THEM" article with a "CONTINUE READING" button.
- A "DELIGHTFUL NOLO SPIRITS FOR THE NEW YEAR" article with a "CONTINUE READING" button.
- A "TOP COCKTAILS TO CELEBRATE LUNAR NEW YEAR" article with a "CONTINUE READING" button.

- Brand partners can purchase select placements throughout the Cocktail Lounge to spotlight their latest recipes and releases.
- This creates an additional revenue stream above and beyond revenues generated through content to commerce strategies individual recipe and article pages.
- Placements include marquees (1), inclusion in cocktail collections (2) and dedicated articles (3).



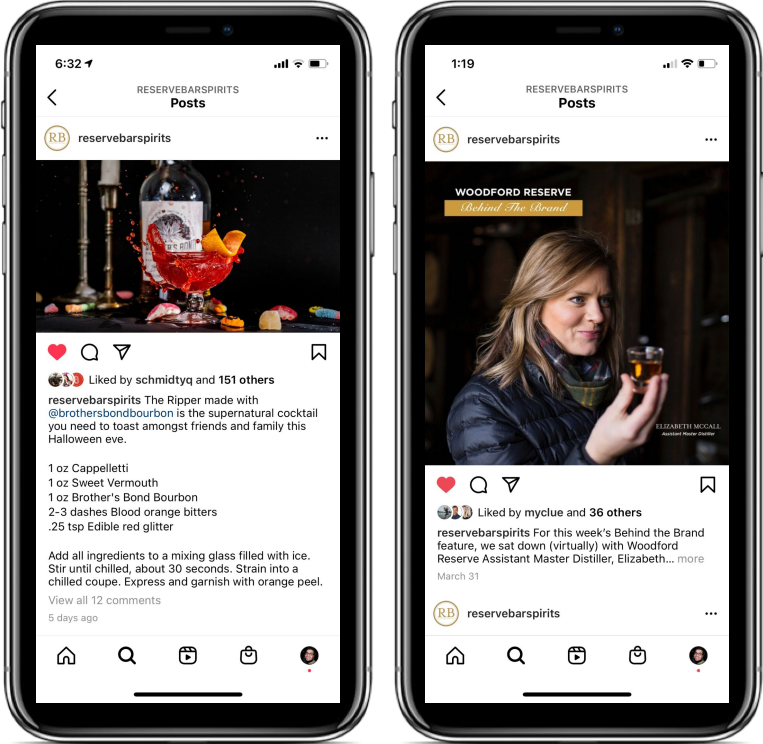
EXPANDING

# AWARENESS





SOCIAL



- The role of editorial features and new cocktail recipes in the social calendar has grown substantially.
- Cocktail Lounge content helps diversify placement possibilities, and cocktail imagery is a perfect match for a dynamic social presence.
- Cocktail Lounge social posts on Instagram, Facebook and Twitter collectively resulted in **523,850 Engagements** and **5.83M Impressions**.



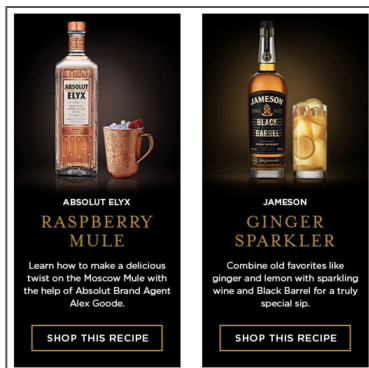
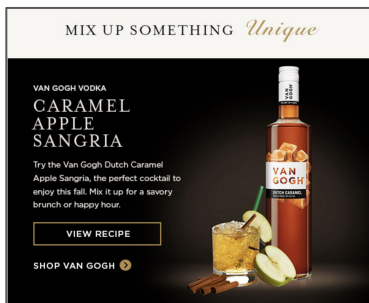
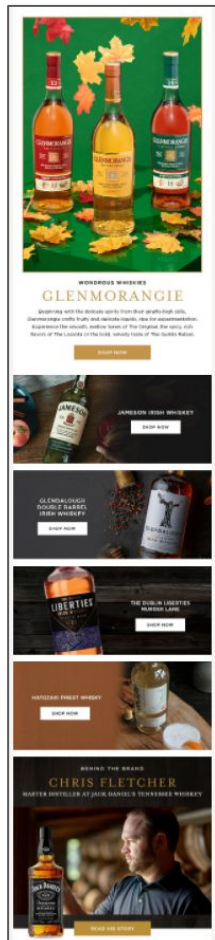
PINTEREST



- [Pinterest](#) was a natural fit for Cocktail Recipes, Collections and Features.
- Since October 2021, we have released **108 Cocktail Lounge Pins**.
- This has generated **41.3-Million Impressions, 103.5K Engagements and 40.1K Pin Clicks**.



## EMAIL



- ReserveBar emails have become more dynamic with callouts on new Recipes and Editorial Features.
- Dedicated Cocktail Lounge emails now bring to life specific cocktail categories to inspire at-home bartending.
- Coordination with email and brand partnerships teams takes place monthly to align on editorial needs and feature placements.





PROGRAM

# RESULTS





# IMPACT SINCE MARCH 2021

## Page Views

- 2021 Goal: >300,000
- 2021 Result: 991,857
- To-Date Total: 1,168,370

## Visitors (Users)

- 2021 Goal: >45,000
- 2021 Result: 275,961
- To-Date Total: 348,737

## Revenue

- 2021 Goal: >\$700,000
- 2021 Result: \$748,084.72
- To-Date Total: \$830,201.27

## Other Impact Measures (To Date)

- Pages / Session: 3.35
- Avg Duration: 6:15
- Conversion Rate: 1.45%





# THANK YOU

