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## **Hanna Lee Communications' Ascot Awards Submission for Barr Hill Gin's Bee's Knees Week**

### **Supporting Materials:**

- 1) CoverageBook: <https://share.coveragebook.com/b/edf208e0ecab81af>

### **Situation:**

#### **America's Most Sustainable Gin Rallies to Save Endangered Bee Habitat**

As part of the agency's one-year PR campaign to promote Barr Hill Gin and its sustainability mission, Hanna Lee Communications spotlighted the company's annual Bee's Knees Week (Sept. 24 through Oct. 3, 2021). This charitable initiative celebrates the *Bee's Knees* cocktail and underwrites habitat creation for endangered pollinators. Barr Hill Gin is renowned for pioneering the use of raw honey in the production process and is committed to saving the bees, the "angels of agriculture," who are responsible for one in three bites of food consumed. It is the largest sustainability initiative in the spirits industry by reach.

As part of the initiative, Barr Hill Gin invited lovers of pollinators and the *Bee's Knees* cocktail to simply post a photo of the honeyed Prohibition-era drink to social media using the hashtag #beeskneesweek and tag @barrhillgin. For every photo posted, Barr Hill Gin is partnering with one of several non-profit organizations located throughout the U.S., including Bee the Change, to plant 10 square feet of pollinator habitat at the company's expense.

### **Objectives:**

- Create maximum buzz in anticipation of Bee's Knees Week to spur participation
- Position Barr Hill Gin as the most sustainable gin in the U.S. that is championing pollinator habitat
- Support Barr Hill Gin's goals of underwriting pollinator habitat

### **Strategy:**

- Use media relations to bring the media's spotlight to Barr Hill Gin's Bee's Knees Week

### **Media Relations:**

- The agency wrote an in-depth press release announcing the initiative that became the foundation of our media relations outreach

## Results:

- Our full court press for the initiative in the months leading up to and including Bee's Knees Week generated all-important consumer and trade press coverage that made the initiative top-of-mind and encouraged participation
- In part as a result of our PR campaign, Bee's Knees Week raised enough funds to underwrite 200,000 square feet of bee habitat, more than 2.5 times the results of the prior year
- Moreover, the number of participating venues doubled to 1,900 over last year
- Through 75 media placements, we were able to reach a readership of 335 million
- Key placements included:
  - Imbibe
  - Wall Street Journal
  - Esquire
  - Saveur
  - Food & Wine
  - Forbes
  - Oprah Magazine
  - Martha Stewart
  - Bartender at Large Podcast
  - Modern Bar Cart Podcast
  - USA Today
  - Shanken News Daily
  - PureWow
  - Elite Traveler
  - Entrepreneur
  - InsideHook
  - Departures
  - Men's Health
- Amplified the media relations results through social media marketing across multiple platforms
- Positioned Bee's Knees Week as the preeminent spirits industry initiative for sustainability by reach, which safeguards bee habitat
- Reinforced the positioning of Barr Hill Gin as a forward-thinking, socially responsible company that is taking real action to support bees and the environment

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