

You know how it is when your friends tell you over and over that something you make is so good you should sell it?

That's pretty much us. Founded in Austin, Texas in 2014 by cousins Peter Remington and Mark Remington Koelsch, Remington Family Distillers with a passion for superior quality spirits, Remington Family Distillers is the culmination of a whole bunch of paperwork, desire to create and produce a premium liquors with you in mind as well as creating strong events to educate audiences.

Live Events

Case Study

AUSTIN MONTHLY

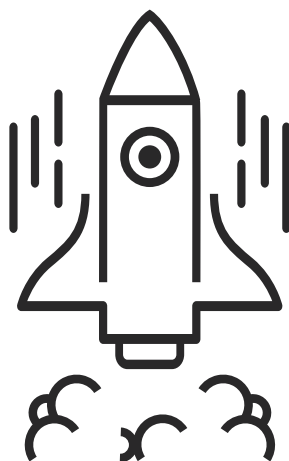
Covid - 19 presented the world with opportunities to re-engage and re-invent how companies interact with key target audiences for education, entertainment and marketing efforts.



Overview- Front Porsch Series

In order to promote print and online engagement, Austin Monthly constructed a monthly concert series for Artists and local distilleries to create a safe, friendly atmosphere for happy hour from your couch.

Remington Family Distillers jumped at the opportunity to work with Austin Monthly to formulate an evening of thrills, chills and laughter with award winning artist Jackie Venson. Remington Family Distillers and Austin Monthly quickly rose to the occasion after two weeks, kicking off the most successful event for all parties.



Countdown Activites

- Plan Event; date, time and artist selection.
- Organize COVID respected logistics for all teams.
- Collaborate on multi-channel marketing efforts
- Adjust to Austin Summer Weather
- Promotional Efforts online, social media and in-person.

Concert + Covid= ?

As many companies pivoted through out March through July, live events took the brunt of social distancing efforts. Remington Family Distillers worked tirelessly with Austin Monthly's team for a social distanced event; kicking off email, media campaigns, scheduled pick up times, multi-channel live streaming technologies and limited access to the concert. Through careful and flexible staff, all teams were able to adjust, move the concert indoors within 70 minutes of air time to execute the most influential and attended event in Austin Monthly's 5 year online presence.



Results

Over 500 Austinites registered for the hour long concert and Espresso Martini Cocktail Kits promoting both Caffè Del Fuego and Remington Vodka. Jackie Venson performed for over 70 minutes. Attendees posted over 50 Instagram Stories in less than 20 minutes, new engagement records for Austin Monthly, Remington Family 's Remington Vodka, Caffè Del Fuego and Texas Music Magazine.

Online Viewers

200%

Engagement



Solution

Through multi-channel effectiveness over 26K people viewed the concert via Facebook Live, Instagram Live and YouTube. While Remington Family Distillers Media accounts routinely maintain 100K impressions per week, each account hit higher milestones of stories, reposts and continuous engagement.

Registration

250%

Increase



Solution

Remington Family Distillers spent 75 dollars on Social Media campaigns via Facebook and Instagram to increase registration.

Previous Front Porch Series registration was 200. Remington Family Distillers secured 500. Austin Monthly has not achieved this number again.

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Challenges

Like all events, one must plan for every hiccup, issue and piece to a multi-armed effort. Summers in Texas also throw in an added level of complexity as it changes as fast as the wind.

01

Online Registration

Front Porch Series registration period was open for 14 days via EventBrite. Capped at 500. Prior June event was capped at 200.

02

Cocktail Kit Packaging

Cocktail Kits provided the "happy hour" zing, though limited in size, offering and cocktail education.

03

Cocktail Kit Pick Up

Registrants were required to pick up each kit in person with a valid ID. Pick up was onsite the day of the concert. Socially dis-

04

Texas Heat

Texas summers are hot and humid. On July 20th, Texas provided Austin with 90% humidity and 102 degrees. Teams moved the concert inside less than an hour before air time.

Final Step

- Announcement of Remington Family Distillery Opening.
- Increased July and August bottle sales for Caffè Del Fuego and Remington Vodka, not all in Austin Area.
- Increased product knowledge, new target audiences reached.
- Social media engagement was over 250K for July.
- Most successful event for Austin Monthly.

Post Event Statistics

- Announcement of Remington Family Distillery Online Store and Tasting Room on air and follow up email.
- Thank you email to all participants included outtakes and reposts. Click through rate for 500 emails was 45% to the Remington Family Distillers Website.
- Remington Family Distillers Website traffic increased by 400% for July and August.
- Reposted Stories and Tagging occurred for 100 minutes, 30 minutes after the event.

