



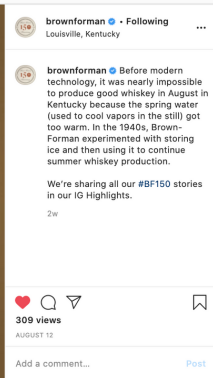
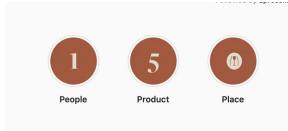
2020 BF150 CAMPAIGN RECAP



The Campaign:

To celebrate Brown-Forman's 150th anniversary we worked with teams across the company to identify 150 stories around people, products and place. We created bite-sized videos of each story that could easily be shared on Brown-Forman's Twitter and Instagram channels throughout the year. We tied together the assets using a B-F 150 anniversary banner and the hashtag #BF150.

In addition to the hashtag, each story was saved in Brown-Forman's Instagram Highlights so people could revisit them throughout the year.





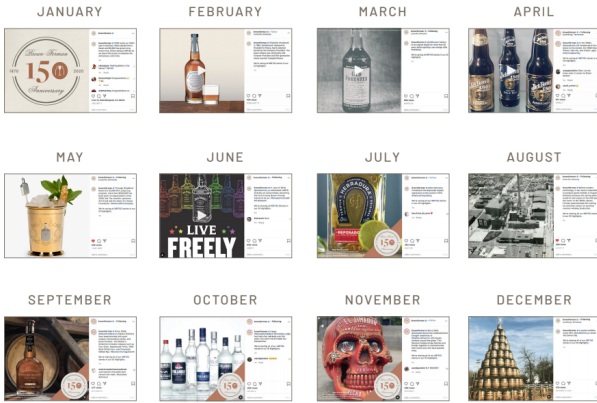
2020 BF150 CAMPAIGN RECAP



The Results:

We generated *hundreds of thousands* of organic impressions on social and *doubled* the fanbase across Instagram and Twitter during the campaign. Employees, trade and partners learned more about this Louisville institution and were able to easily share and celebrate along the way.

TOP BF150 INSTAGRAM POSTS PER MONTH:



TOP BF150 TWEETS PER MONTH:

