* **Company to be recognized:** Campari America/ TPN
* **Client or Brand Name:** Campari America

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| Bartenders are a tight-knit community. They are notoriously skeptical of brands and suppliers. Building trust and keeping top-of-mind awareness is a key part of any spirits supplier’s trade marketing plan. Campari America has a multi-pronged approach to trade engagement, including personalized outreach via the Trade Mailer campaign. The campaign sends educational tools and creative, covetable swag pieces to key trade partners across the country with the goal of staying top-of-mind, building good will, increasing visibility on social media and delivering our materials directly to our key influencers and supporters. The curated list of recipients includes bartenders, bar managers, venue owners, trade media and Campari America’s distributor network. Recruitment for the list is high-touch and built by the Campari America Brand Ambassador team via social media outreach and interaction at trade events. The Trade Mailing campaign also serves as an incubator for ideas and items that become sales tools, giveaways at larger-scale events and educational items for our brands. In 2022, we created five mailers to be sent out to the 3,000 members of our trade database as well as 3,000 distributors.    BIRTHDAY, SENT 1X/MONTH TO THOSE WITH BIRTHDAYS THAT MONTH (600 sent to Trade)  Brand: Frangelico  Description: Letterpress card with Espresso Martini birthday pin    CINCO DE MAYO, MAY 2022 (6,000 sent to Trade & Distributors)  Brand: Espolòn, Montelobos, Ancho Reyes  Date: May 2022  Description: Fold out card with 3 sticker sheets and an Espolòn bottle keychain    PRIDE MONTH, JUNE 2022 (6,000 sent to Trade & Distributors)  Brand: SKYY  Description: Fold out card with history of SKYY support for LGBTQIA+ community, an Everyone  Welcome pin and window cling for bar/restaurant windows    NEGRONI WEEK, SEPTEMBER 2022 (6,000 sent to Trade & Distributors)  Brand: Campari  Description: Printed poster with Negroni history, recipes, and how to’s.    HOLIDAY, DECEMBER 2022 (6,000 sent to Trade & Distributors)  Brand: SKYY, Aperol, Campari, Appleton, Ancho Reyes, Wild Turkey, Grand Marnier, Montelobos,  Espolòn  Description: Pack of 6 wrapping paper sheets with obi band and holiday card  Results:   * 92% opt-in rate post-survey of recipients choosing to maintain their place on the mailing list * 48k online impressions via owned social and organic user generated content * 6k+ average number of recipients per mailing * Received positive feedback such as “love getting things in the mail from Campari” and “Campari has the best swag in the game” * 5 unique thematics developed and sent out |
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A picture containing graphical user interface

Description automatically generated