

Old Potrero - Rye Trail Campaign

Project Description:

The Old Potrero Rye Trail, a strategic masterpiece, rekindled the fervor for America's original craft whiskey, Old Potrero Rye, in San Francisco. Collaborating with iconic Bay Area bars and restaurants, we curated an exclusive trail, spotlighting Old Potrero while showcasing the unique character of each partner account. These establishments crafted exclusive Old Potrero cocktails, enticing patrons on a flavorful journey. Partnerships with influential media outlets, including Sunset Magazine, San Francisco Magazine, and 7x7 Bay Area, amplified the reach and impact of the Old Potrero Rye Trail. A three-day shoot across nine trail locations captured visually enticing content, including bartender interviews and cocktail-making videos. Adding an extra layer of engagement, a sweepstakes integrated into the campaign allowed participants to share a designated flyer from Old Potrero's Instagram, using a dedicated hashtag for chances to win exciting weekly prizes and the grand prize of two Platinum tickets to BottleRock Napa Valley 2024. Beyond a campaign, the Old Potrero Rye Trail became an immersive experience, blending tradition, taste, and the spirit of San Francisco, making it a standout success in redefining brand engagement.

Website Link: <https://ryetrail.oldpotrero.com/>