



THINK BIG

CASE STUDY: TRIPLE DOG IRISH WHISKEY



Triple Dog Irish Whiskey Increases Online Sales BY 251% with Big Thirst

OBJECTIVE

Boost online sales with a streamlined direct-to-consumer platform and integrated digital marketing strategies.

> SITUATION

Before engaging Big Thirst, Triple Dog Irish Whiskey, a U.S.-based Irish whiskey start-up, sold its whiskey through online marketplaces and used an agency for organic social media and boosted posts.

> SOLUTION

Big Thirst enhanced sales for Triple Dog Irish Whiskey with integrated multi-channel marketing with a focus on discovering and engaging new audiences across multiple touchpoints:

- Website Design, Management, and SEO Paid Advertising on AdRoll, Google, Facebook, and Instagram
- Organic Social Media on Facebook, Instagram, and TikTok
- Public Relations

“As a new Irish whiskey brand trying to gain traction in the U.S., we needed to make a concerted effort to expand sales and gain attention for our product, Big Thirst has an easy-to-use direct-to-consumer sales platform supported by a full suite of marketing services. The team is incredibly knowledgeable and has helped us achieve stellar results in this complex industry.”

– Christopher Gilliam,
co-founder/CEO of Triple Dog Irish Whiskey.



THINK BIG RESULTS

> RESULTS

Triple Dog metrics increased and grew accross all platforms due to integrated multi-channel marketings and engaging audiences accross multiple touchpoints.



Cocktail Companions for Grilling Season

For Thanksgiving Day, and for most, there are some cocktails perfect for enjoying while you grill or enjoy those summertime drinks inspired by fire.

SALAD COUNTRY | Jan 24, 2019 | 5 min read



To paraphrase the words of a famous poster, "summer is a time to sit back and savor"—savor you're the one who's properly: looking, or grilling, or mixing drinks, or all of the above. First out, however, because preparing these cocktails is a breeze, the recipe is pretty simple, and the joy of savoring these with favorite grilled foods is unmatched. The trick of serving drinks for summer savor is balance—you want cocktails that pair well with all things grilled, but you don't want either the drink or the beverage to overwhelm the other. You don't want a heavy drink in the summer heat, but it needs enough flavor to stand up to well complemented grilled meats and other party foods.



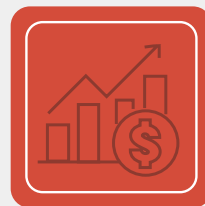
806
Media Articles Published



60%
Increase in
Average Order Value



+12,986%
in Impressions



251%
Sales Increase



+32,761%
Audience Growth



17.78B
Total UVM



\$0.49
Average Cost
per Click



204%
Increase in
Website Page Views