



# THINK BIG

## SUCCESS STORY: GOOD TROUBLE BOURBON



### Good Trouble Bourbon Multi-Channel Father's Day Campaign

#### OBJECTIVES

- Amplify brand awareness among target audiences across the U.S.
- Drive significant increases in website traffic to support discovery and conversion.
- Boost e-commerce sales, turning awareness into action.

#### > SITUATION

Good Trouble had limited distribution within the Chicago market and needed to break out of its regional confines and spark nationwide interest. The goal? Leverage digital marketing and e-commerce to reach new audiences and drive measurable sales growth.

#### > SOLUTION

- A Precision-targeted Digital Advertising to reach bourbon lovers nationwide.
- Organic Social Media storytelling to engage followers and build brand affinity.
- Email Marketing campaigns to re-engage existing customers and convert new leads.
- A prominent feature on Shop Big Thirst to enhance discoverability.
- A special free shipping offer to reduce purchase barriers and encourage conversion.

#### > RESULTS

By uniting digital advertising, organic social media, and email marketing with a powerful, cohesive message and striking visuals, we ignited brand awareness and fueled record-breaking online sales.



# THINK BIG RESULTS

This Father's Day, Good Trouble Bourbon didn't just show up—they dominated the conversation.

