



THINK BIG

SUCCESS STORY: MILAM & GREENE



Milam & Greene: Where Science Meets Storytelling

OBJECTIVES

- Seize share of voice and dominate online and trade conversations.
- Generate buzzworthy national and local media coverage.
- Drive urgency and sell out 380 online and 150 distillery cases within a month.

> SITUATION

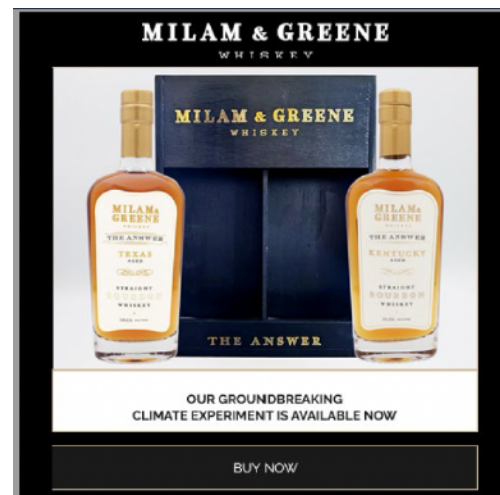
Milam & Greene announced “The Answer” Bourbon Whiskey, a two-bottle set packaged in a wooden box. This bourbon showcases a groundbreaking five-year climate study to identify the difference in the impact of climate on whiskey flavor and proof between Kentucky and Texas. This is a first of its kind, limited release of only 800 cases.

> RESULTS

Big Thirst’s precision-targeted campaign achieved and exceeded expectations by creating a strategic, high-touch marketing campaign that elevated the story of “The Answer” beyond the liquid. The approach blended editorial storytelling, live and digital engagement, and exclusive content moments.

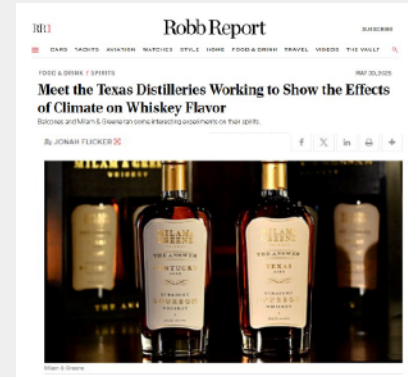
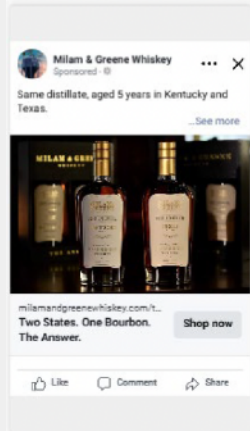
> SOLUTION

- **Compelling storytelling materials:** Crafted pitch decks, effective advertising, email campaigns, press releases, media scripts, and website landing page optimized for e-commerce sales.
- **Influencer preview party:** Hosted a visually arresting pre-launch event for whiskey influencers and content creators to build early momentum.
- **Exclusive media interviews:** Arranged one-on-ones with the CEO and Master Distiller across major media verticals.
- **National virtual tasting:** Conducted a guided side-by-side virtual tasting event with key journalists, complete with tasting kits.
- **Launch party activation:** Orchestrated a vibrant distillery launch event attended by hundreds of fans, media, and industry insiders.



THINK BIG RESULTS

Big Thirst's precision-targeted campaign achieved and exceeded client expectations.



51.4%
Traffic Increase



178
Articles



57
Journalists
Briefed



8.32
ROAS



\$11,877,843
AVE



380
Cases SOLD
in 3 DAYS



- Online inventory sold out in 3 days.
- 8.32 ROAS achieved with digital ad campaigns.
- 51.4% Website Traffic increase.
- 57 journalists engaged through media events and interviews.
- 66 members of the media received curated tasting kits for immersive, comparative product reviews.
- 1.28B UVM achieved by securing major earned media wins.
- Widespread social media content, reels, blogs, UGC and online reviews and boosted SEO.