



3BR DISTILLERY: A CASE STUDY

3BR Distillery is an innovative craft distillery in Keyport, New Jersey, known for its extremely unique and culturally inspired spirits. For their limited release of 011 PEC, a pork roll-infused vodka, they sought to capture the attention of both new and loyal customers, driving interest and engagement through well-targeted press features.

3BR CAME TO HIGH-PROOF CREATIVE WITH THE GOAL TO INCREASE OVERALL BRAND VISIBILITY

3BR Distillery aimed to generate significant media coverage and increase overall brand visibility, leading to **enhanced website traffic and sales**. The primary goals were to secure press features, boost website traffic, and sell out of their limited inventory.

WEB TRAFFIC ↑ 82%

The campaign led to an **82% increase** in website traffic, significantly boosting 3BR's online presence.

ENGAGEMENT ↑ 12.4%

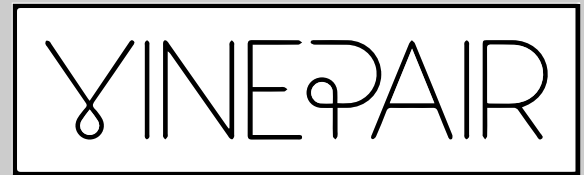
Site engagement **increased to 90.3%**, a **rise of 12.4%** from the previous period, indicating a strong interest in the 011 PEC release.

PRESS IMPACT ↑

The 9 press features generated considerable buzz, which led to 3BR Distillery not only **selling out of 011 PEC**, but because there was so much interest they decided to create **a second batch that they made available for pre-order, which also sold out**.

INCREASED SALES

The 011 PEC press campaign was a resounding success, driving both awareness and engagement for 3BR Distillery. The strategic press placements not only **enhanced the distillery's visibility** but also translated into tangible increases in website traffic and sales. High-Proof Creative's targeted and personal approach ensured that 3BR Distillery's limited release received the attention it deserved, laying the groundwork for future product launches.



* 011 PEC press campaign, top publications.

High-Proof Creative collaborated closely with 3BR Distillery to design and implement a comprehensive PR strategy focused on securing press features in targeted publications. The campaign leveraged the unique appeal of 011 PEC and highlighted 3BR Distillery's innovative approach to craft spirits.



High-Proof Creative is an award-winning marketing and branding agency for the craft beverage industry. We provide companies worldwide with many services, including branding & packaging, website development, design, marketing strategy, social media, content, SEO, and more.



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