

# Cook Off!

**Brand Name:** On the Rocks

**Account Name:** Philadelphia Magazine

**Location:** The Mann Center

**Objective:** To showcase On the Rocks as a premium ready to drink option to Philadelphia’s food and beverage enthusiasts

**Overview:** In collaboration with Philadelphia Magazine, we proudly presented On the Rocks at their first annual “Cook Off” event. Utilizing our multi-brand trailer, we facilitated a spacious and engaging environment, inviting guests to enjoy a game of Jenga or miniature golf while sampling our entire On the Rocks portfolio. As they savored our offerings, attendees also had the opportunity to rate the culinary creations from over 18 esteemed Philadelphia restaurants and cast their vote on the ultimate “Cook Off” champion.

**Results:**

- Brand engagement with a diverse crowd including multi-cultural and LGBTQ+

## Event Metrics

Whiskey Bonanza	
# Attendees	800
# Cocktails Served	300
Investment/ Budget	\$5,000
Focus Brand(s)	OTR

## Insights

**Key Learnings & Future Considerations:**

- The event was a success being that it was a brand-new presented by Philly Mag. Looking ahead to next year, it is imperative that we offer branded point-of-sale materials to consumers, ensuring a prolonged and meaningful connection with our brand after the event concludes.

Pictures

