

Philadelphia Sips Preview Party: May 24th 2023

Brand Name: Hornitos

Account Name: Center City District / Pagano's Market

Location: Philadelphia, PA

Objective: To highlight Hornitos as the exclusive featured spirit at all participating accounts for the duration of Center City Sips.

Overview: Center City Sips is a happy hour that begins in May and ends after Labor Day. 74+ accounts participate, featuring \$7 Hornitos cocktails throughout the duration of the summer. This launch party was to promote the re-launch of SIPs post COVID to influencers, utilizing our on-going partnership with Center City District. Hennah Griffin (FMS) worked with Michael Betman (TM) and the local SGWS Team to ensure this party was a success!

Results: Before the event, official press releases were rolled out on Philly Fox 29, CampusPhilly, and Wooder Ice websites. In one night, with the help of our OPPM and SGWS team, we were able to engage with over 1,200 guests within a two-hour span. The account depleted 10 cases throughout the duration of the event. Consumers engaged with our photo backdrop and branded backyard games, while the DJ spoke about Hornitos throughout the event. Attendees shared their experience via social media on multiple platforms such as Instagram, Tik Tok, and Twitter.

Event Metrics

EVENT	
# Attendees	1,200+
# Cocktails/Samples Served	1,000+
Investment/ Budget	Ongoing Partnership
Focus Brand(s)	Hornitos

Insights

Key Learnings & Future Considerations:

Engaging with even more news outlets and social media influencers to promote our events city-wide. Also, finding ways of working to track all social media engagements.

Photos



Photos



