Turning a Growing Outdoor Culture into a Brand Community Program

CASE STUDY

- **Creator Campaign Strategy**
- **Ambassador Recruitment & Management**
- **Product Seeding & Content Delivery**

We worked with **Sierra Nevada Brewing Co.** to concept and design an ambassador program to align the brand with the growing bikepacking community.

We developed the campaign strategy, identified and recruited content creators, wrote the creative brief, managed product seeding, and oversaw content sharing across web and social channels.

By pairing Sierra Nevada with credible voices in an emerging outdoor subculture, the program helped the brand show up in a way that felt native to the community rather than externally placed.









