Translating Brand Positioning into Experiences

CASE STUDY

- **Experience Strategy & Event Design**
- **Multi-Market Field Activations**
- **Media, PR & Content Production**

We worked with **Stillhouse Whiskey** to bring its Americana positioning to life through a multi-market experiential series designed around key seasonal campaign moments, including Memorial Day, July 4th, and Labor Day.

We created a premium brand environment for consumers, media, and content capture by developing and producing an elevn-event series across three priority U.S. markets, pairing custom outdoor adventures with intimate whiskey tasting.

Working in tandem with the Stillhouse PR team, we supported media hosting, managed creative production, and delivered a library of owned lifestyle and product content for use across brand channels.







Total Attendees
140

Product shots
200

Digital Impressions
41k