



Trade Marketing



FOR BARTENDERS AND BRANDS



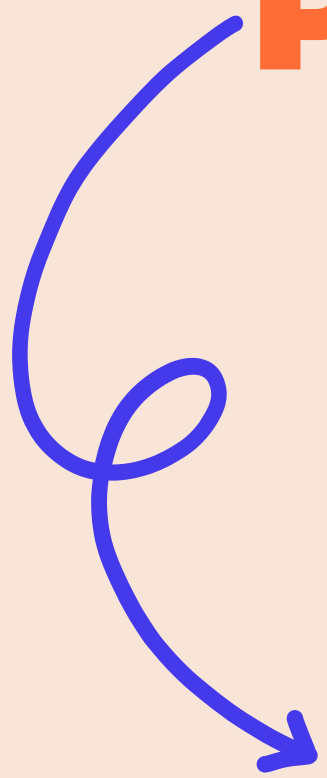
LINDSEY JOHNSON

Lush Life 

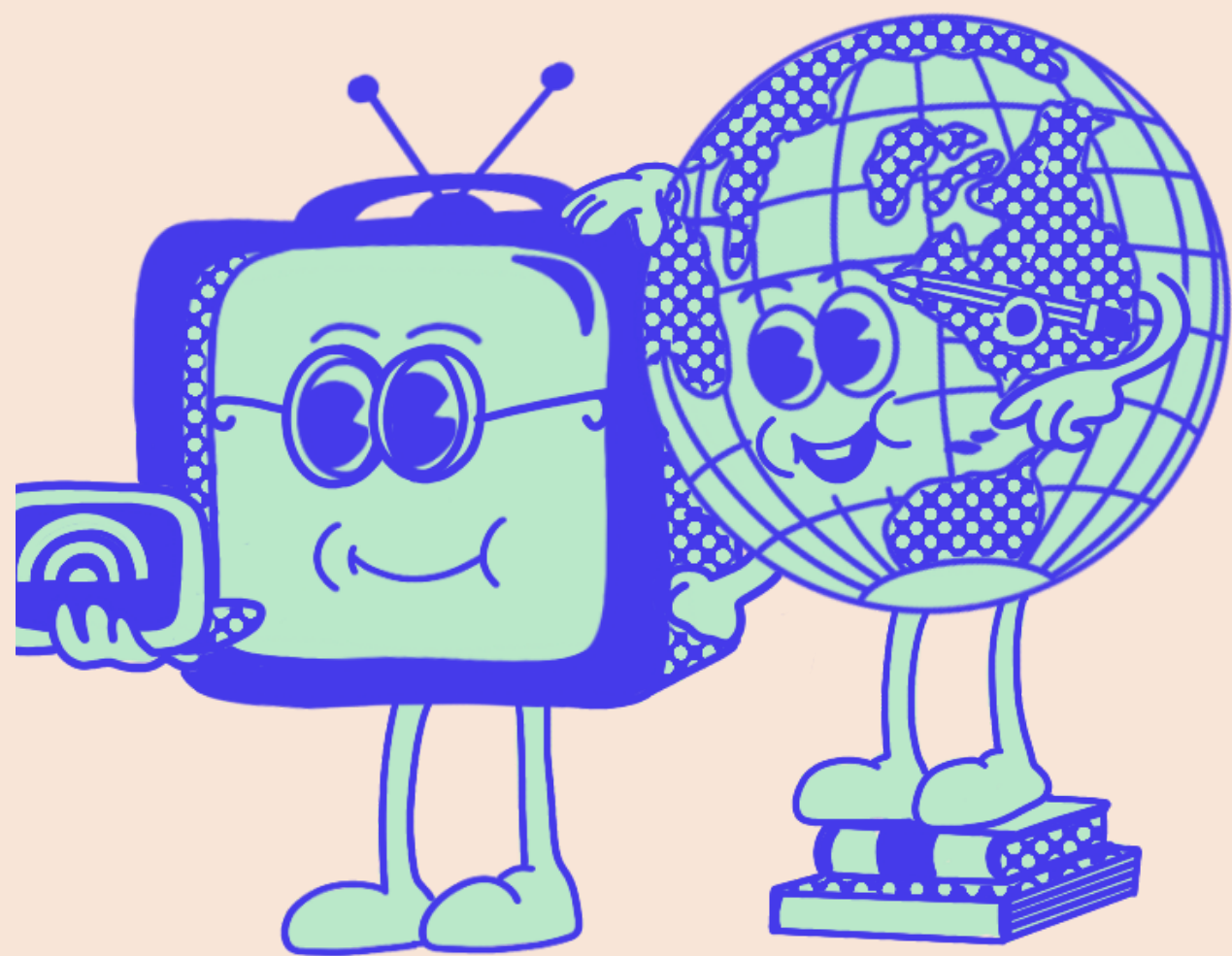
park  street
Platform for Innovators

GRAB MY PRESENTATION HERE:

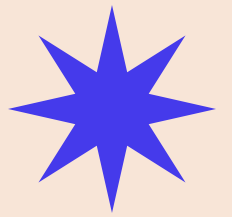
DOWNLOAD AND FOLLOW ALONG



Scan This



SHARE WITH YOUR FRIENDS!



WHO AM I?

1982. BORN IN NYC, LIVED ALL OVER THE COUNTRY. PARENTS ARE A SOCIAL WORKER AND A TECH SALES PERSON. (NO, THEY DON'T OWN CAMP AND I'M NOT A BOURBON HEIRESS.)

2004. BACKGROUND: BROADCAST JOURNALIST, ADVERTISING/MEDIA CREATOR, BARTENDER

2006. BEGAN LUSH LIFE TO HELP ADVOCATE FOR BARTENDERS WORKING FOR LITTLE TO NO CASH AT EVENTS. WE SUBSIDIZED THIS WORK THROUGH PHOTO/VIDEO CREATION.

2010. FOUNDED PORTLAND COCKTAIL WEEK AS A BARTENDER CENTRIC EVENT THAT REMOVED THE COST OF ENTRY TO THE EVENT IN AN EFFORT TO DEMOCRATIZE EDUCATION IN OUR INDUSTRY.

2012. FOUNDED CAMP RUNAMOK AS A PLACE TO ENCOURAGE COMMUNITY BUILDING AND OFFER HANDS ON SPIRITS EDUCATION.

2020. OPENED EXPO, A COCKTAIL BAR IN LOUISVILLE, KY WHERE I LIVE.

2022. DIAGNOSED WITH ADHD. WHY DO I MENTION THIS? 1. I KNOW SO MANY OF YOU ARE NEURODIVERGENT. 2. THIS IS MY PLEA TO HOLD QUESTIONS UNTIL THE END. I WILL GET DISTRACTED BY YOUR SMART QUESTIONS!

Lindsey Johnson

PROF. LUSH LIFE



Founder/

CEO

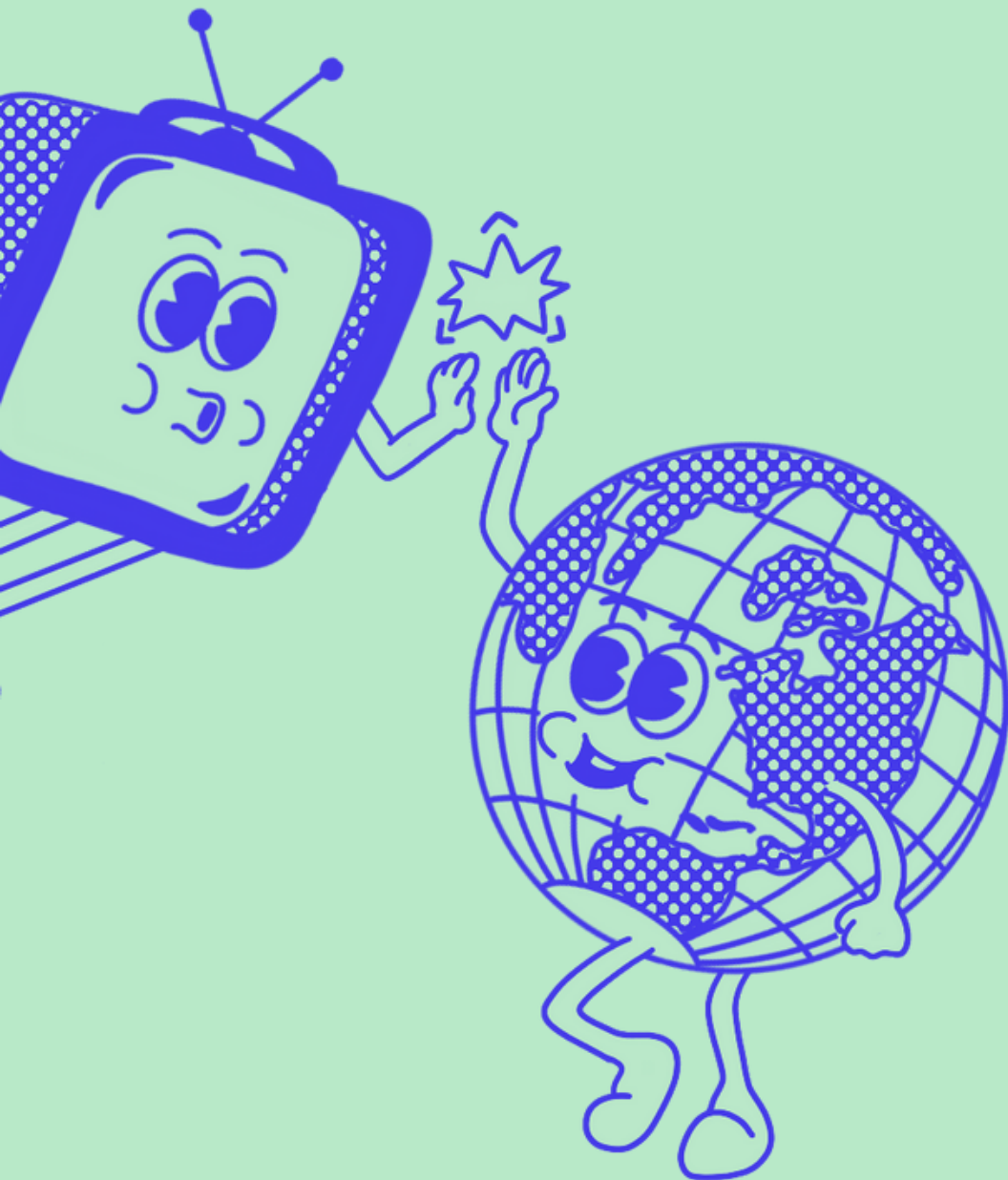
Lush Life,

Owner Expo

Our Approach

LET'S SET SOME GROUND RULES

EVERY PROJECT AT LUSH LIFE HAS TO PASS THE FOLLOWING STANDARDS:



BENEFITS-CARING FOR OUR COMMUNITY

Does this project truly and directly help members of the trade by providing financial compensation for their work, meals or other gifts that can brighten days for our community? And, how do we incorporate bartenders into every possible aspect of the work?

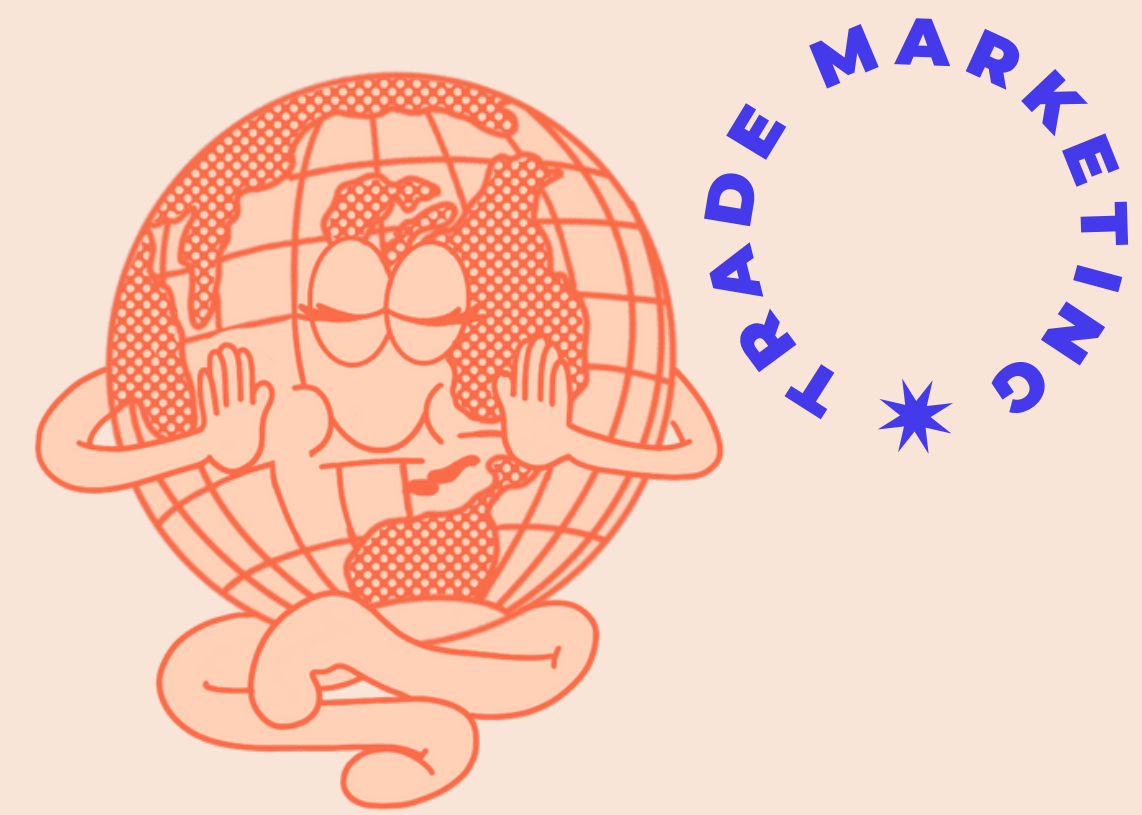
EDUCATION-MOVING THE CONVERSATION FORWARD

Is the education we are providing helping drive careers forward by offering certifications, actionable education and fresh content?

DIVERSITY-REFLECTING THE WHOLE COMMUNITY

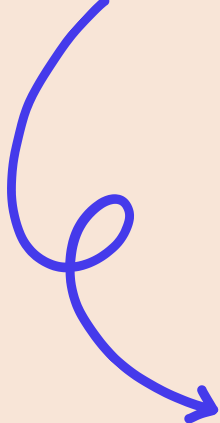
Are those we are putting to the front representative of the larger trade community (ie. representing BIPOC, femme and/or LGBTQIA+)? This isn't an endorsement of rainbow washing or tokenism! You have to carefully think about how you're inviting the ENTIRE community into your work.

WHAT IS TRADE MARKETING?



- Trade Marketing is the practice of designing mutually beneficial opportunities for those who are on the front lines of selling products and the brands they are selling. These opportunities can manifest in a number of ways:
 - Programs that enhance the lives of or educate those behind the bar.
 - Immersive experiences people could not otherwise have— ie. spending the afternoon with Jimmy Russell.
 - Competitions that offer significant value to those behind the bar while sparking creative ways to use your brand and get it into the consideration set.
 - Supporting education that is easy to access and open to all.
 - Working WITH bartenders to meet their goals in education, career development, cocktail development, and more.
- Trade Marketing isn't always a net positive, but by following best practices, your brand can make a positive impact AND increase sales.
- Trade Marketing also shouldn't just fit into one bucket. You should apply the lens of engaging with, helping, and supporting bartenders in each of your marketing disciplines.

WHAT ISN'T TRADE MARKETING?

- 
- A blue arrow pointing from the left towards the list.
- Bullying bars and bartenders into, well, anything, but especially bullying them into buying your product or using it in a cocktail.
 - Talking shit about other brands.
 - Talking shit about other bars.
 - Talking shit in general.
 - Bribes.
 - Making those you're marketing to buy anything for your efforts.
 - Leveraging and taking advantage of preexisting relationships.



Now, these aren't best practices. These are just baseline things you either CAN'T or SHOULDN'T do!

Let's Talk Healthy Ecosystems

GET WHAT YOU GIVE
★

Have you noticed I've said mutually beneficial 100x already? We are all part of a community, and when we work together, we achieve so much more. Every part of your team is a part of this community, and you should train every member of your team to participate in thoughtful and mutually beneficial ways. That means you can't leave out your sales team, your dishwasher or the brand owner. And, since we're in the US, you will need an agency, media, or charity partner (most likely) to remain compliant. Plus, agencies save you money and offer you a wider reach!



BARTENDER

REALLY ANYONE
AT AN ACCOUNT!



AGENCY/CHARITY

KEEPING THINGS
COMPLIANT SINCE
2006!



BRAND TEAM

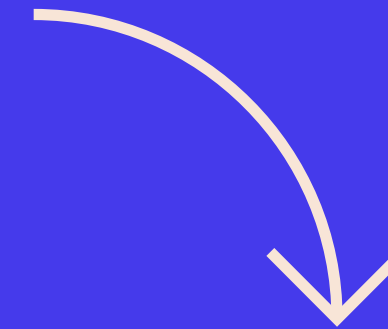
BRILLIANT HUMANS WHO WANT TO
SUPPORT BARTENDERS AND GET THEIR
PRODUCT TO THE PEOPLE



SALES TEAMS

DON'T FORGET OUR
FRIENDS ON THE FRONT
LINES!

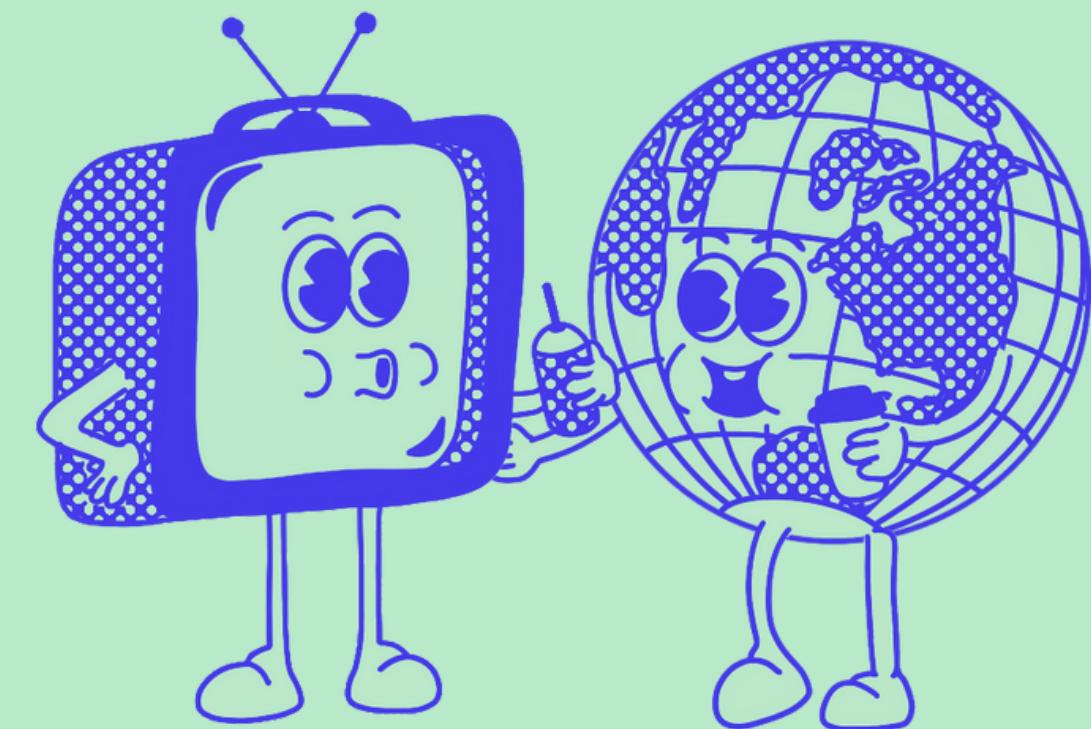
Developing Mutually Beneficial Practices



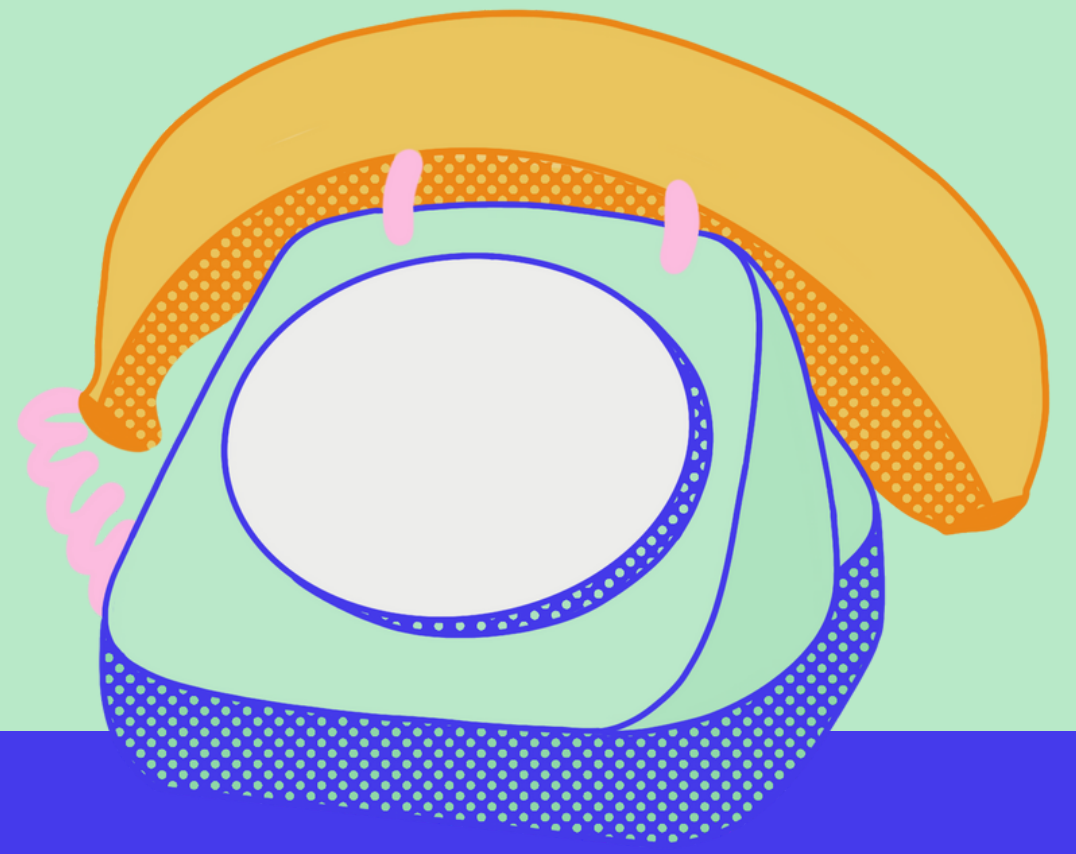
Bartenders: Did you participate in the Ardbeg Scotch Certification Program and love it? If the answer is yes, you should find a way to pour more Ardbeg at work.

Brands: Did you allocate budget to supporting those behind the bar? Did you see it make a difference? If the answer is no, don't expect that placement.

- Brands treat bartenders like the partners they are. Bartenders do the same with brands and the people who represent them!
- Listen to your partners. They will tell you what they need.
- If you don't have the expertise to develop a plan, bring in an intermediary.
- Are you asking for more than you're giving?
- Are you providing value for your partners?



MAKE A PLAN!



Budgeting & Planning

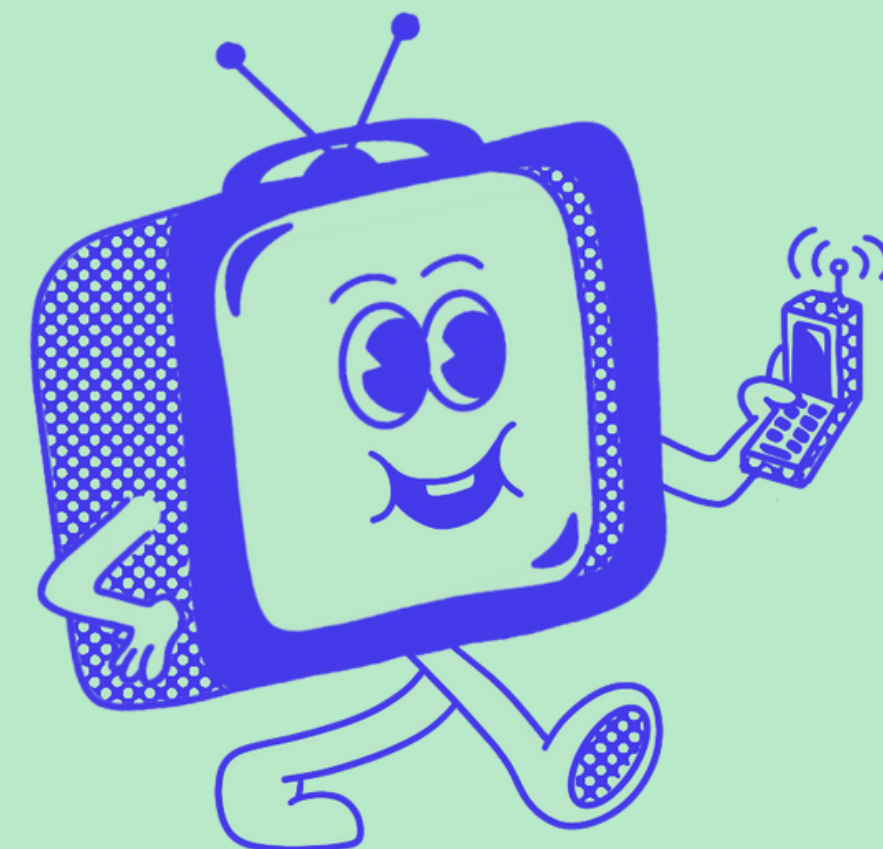


Lead Time: Making a Calendar

SHORT LEAD TIMES = BAD RESULTS*

One month isn't enough lead time to develop and execute a successful program. One week is impossible.*

- Build an in depth calendar with key dates such as:
 - Launch and Wrap Dates
 - All Key Pieces of the Program — including Time to Execute Each
 - Expected Recap and Media Delivery Date
- Agencies are GREAT at building realistic timelines.
 - If you ask an agency to build you a calendar, trust that the timeline reflects what is actually possible.
 - Typically, tightening timelines will result in missed KPIs and your brand spending more (while getting less).
- If you don't see a key date for the program on that calendar, ask! There must be a miscommunication somewhere.



***Have we completed projects on these timelines? Yes. Do we wish we had more time? Of course!**

YOU NEED TO PAY PEOPLE *

Building a Budget

We all know that we need and have to stick to budgets, but here are a few places we see brand teams try to spend less. Typically, these are the places you should be spending more!

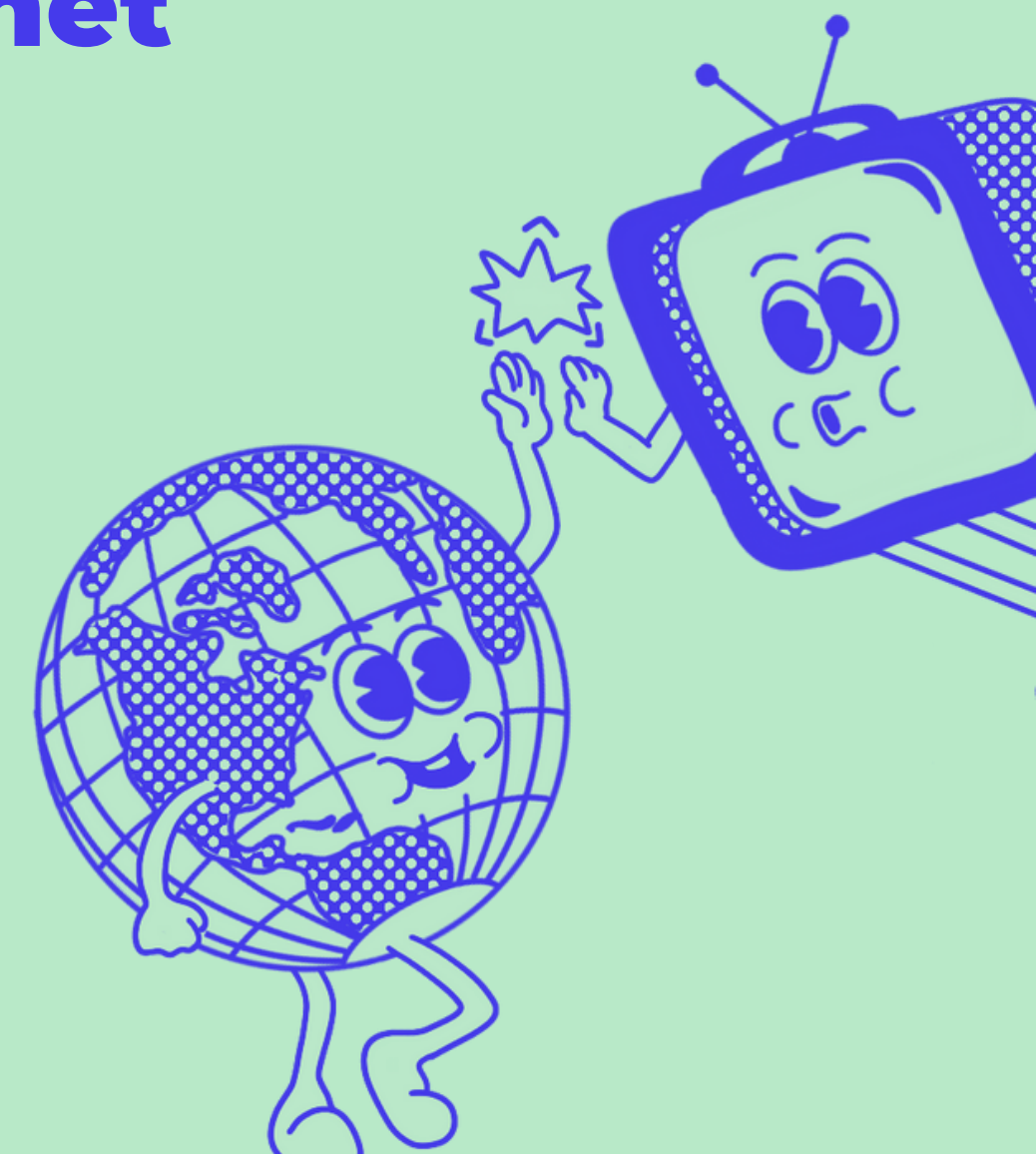
- If you are asking for a bartender's time at any point in your project, YOU MUST PAY THEM. Consultation, recipe development, working an event, etc. These are all paid roles. PS. Lots of bartenders have a ton of skills including: graphic design, photography, point of sale development and execution, etc.
- Same goes for agencies. If you're working with an agency, they need to be compensated for their time. Assume 30% (or more) of your overall budget will need to be used for agency fees.
- Photography and videography. If you can, reserve some budget for photo and video services. You will need this media to internally pitch any upcoming project, and your iPhone photos just won't cut it. Many agencies have in-house photo and video teams!



Outreach and Amplification

The biggest mailing list doesn't always net the best results.

- How do you choose between the 3 million+ mailing list or the smaller, more focused list? Ask for results before signing on the dotted line!
 - While Lush Life's outreach list is ~100k bartenders, we typically get 3-10x the responses of those larger lists.
- If the same people are opting into your program, that's great! But, how do you grow your network?
 - Chances are, you need some help to grow that network. Where can you look?
 - Your existing network (remember: If you ask a bartender to help you amplify, you should be paying them!)
 - An agency with a wider reach (PR Agencies, Trade Marketing, etc.)
 - Charities with similar values and goals

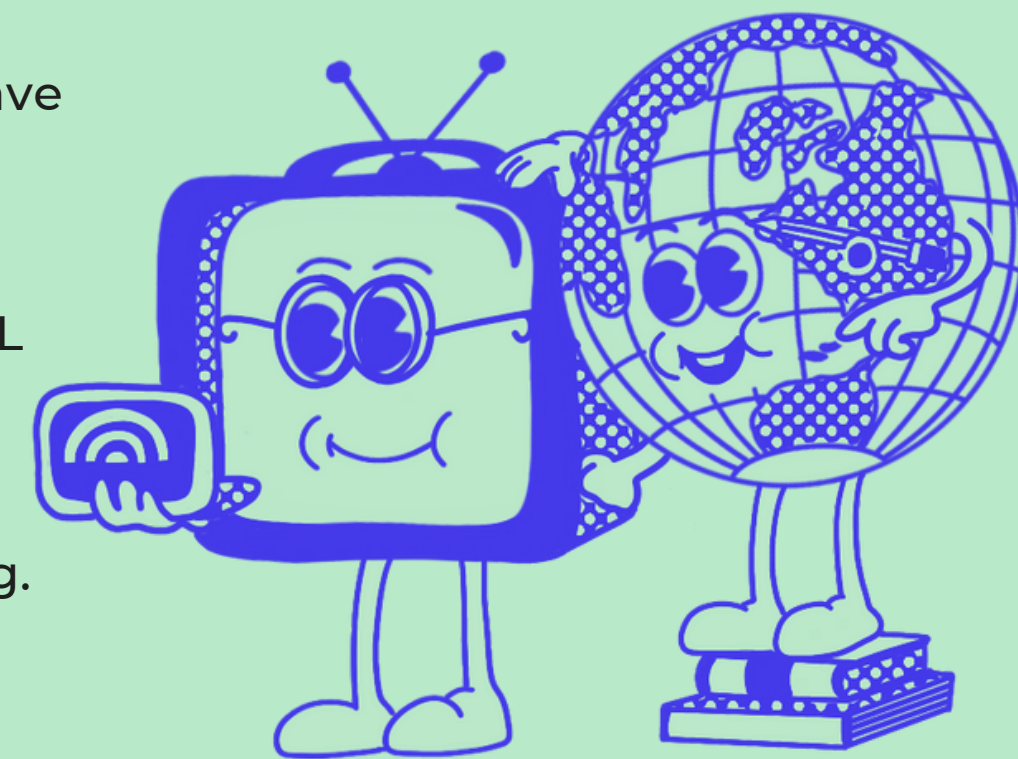


Diversity and Inclusion

GETTING THE SAME PEOPLE, REEXAMINE IF YOU'RE

If you are only getting a certain kind of person to participate in your programs, there is a flaw in your programming.

- Your barriers to entry might be too high.
 - Portland Cocktail Week — Lowering the barrier to entry from a cost POV
 - Competitions — Lowering the barrier to entry from an access POV
 - If you require professional grade photo/video work, you're only going to recruit folx who have access to that equipment and the free time to set up a full shoot.
- Your language might indicate that not all are welcome.
 - If you are asking for personal information, make sure to ask for pronouns and indicate that ALL genders are welcome.
- You might be working with an organization that has a bad track record.
 - Simply partnering with an organization with a bad track record could prevent folx from joining.
 - Vet your partners!



THOUGHT STARTERS

Types of Activities



Parties, Trips, Trade Show Activation and More!

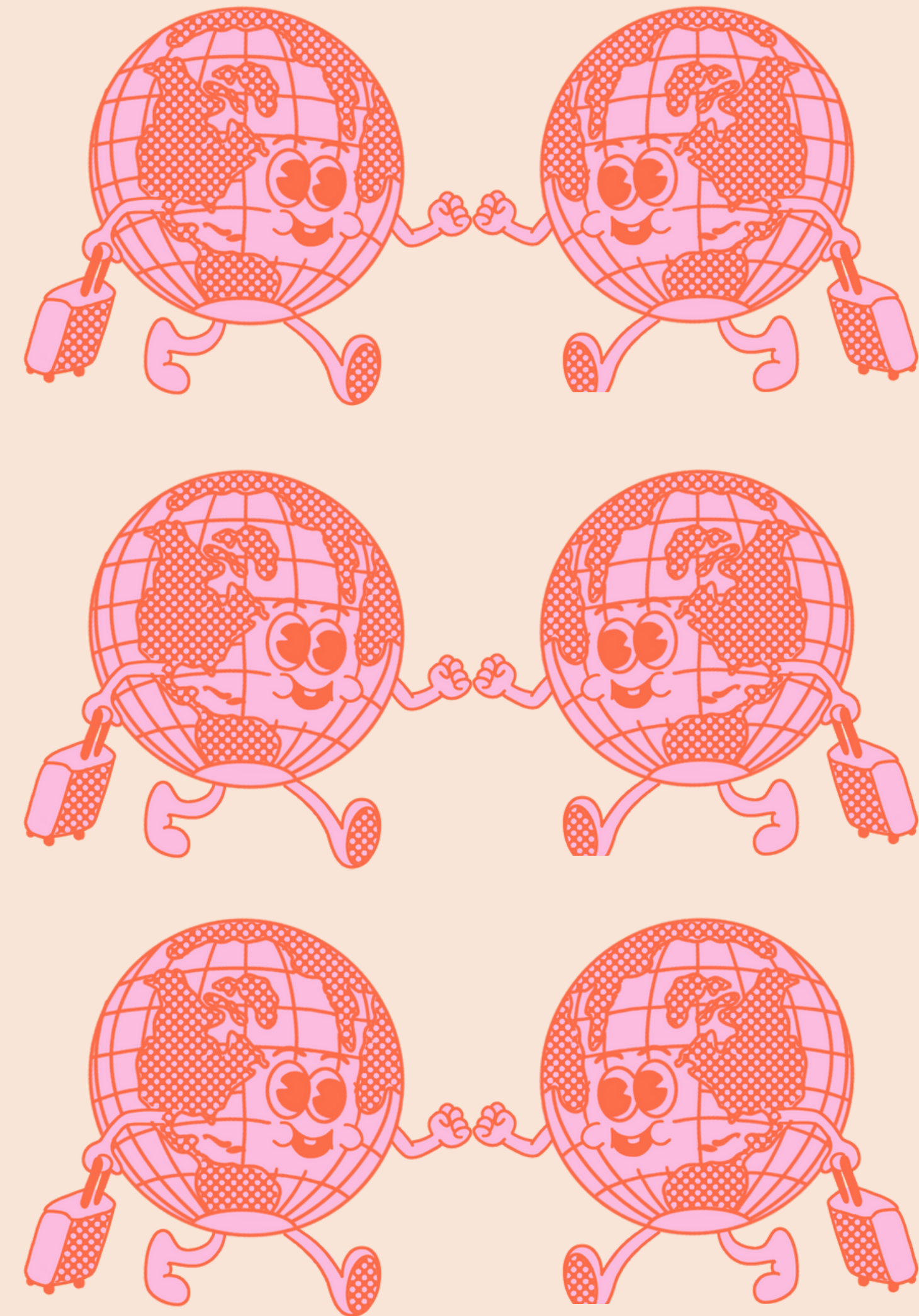
LEAVE NOTHING TO CHANCE

- Design experiences that work for bartenders.
 - Select a date/time that fits with a bartender schedule.
 - This doesn't always mean Monday afternoon, but it definitely doesn't mean Mother's Day/St. Patrick's Day/Valentine's Day, etc.
 - Be active in that community, and know what other events are happening that day. If you aren't, make sure you HIRE someone who is and who can advise on best dates/times.
 - Make sure costs to attend are VERY low and that the value in attending is communicated clearly from the start.
 - You're asking bartenders to take time out of their schedule to learn about you and your brand. It's on you to communicate value.
 - Food and water are non-negotiable. You must provide both. If you can, transportation should be included too.
 - Drinks should also be hosted.



Designing Trips that Work

- If you're planning to bring bartenders to your homeplace, here are some considerations before they leave:
 - From the time they land until they depart, bartenders should pay for nothing outside of souvenirs.
 - This includes airport transfers, meals, all activities and transportation.
 - There will be travel mishaps including lost luggage. Make sure you set aside a contingency budget to accommodate everything from new flights to picking up some toiletries and clothing if your guest needs that until their bags arrive.
 - Send a FULL itinerary with packing list at least 72 hours before the trip begins.
- While they're with you, make sure your programming is engaging and culturally relevant.
 - Don't bring folx all of the way to Kentucky to feed them at TGIFriday's because they're your top account.
 - Give people the full picture of the place you're bringing them.
 - Fine dining at every meal might sound generous, but folx will miss out on the variety of experiences in the community around your homeplace.
 - Going out at night should be a part of the activities, but make sure the environment is safe, particularly for marginalized folx. Have team members stationed at each stop, and again, make sure you're picking up the check.



CASE STUDY

Camp Runamok

EXPERIENTIAL TURNED ALL THE WAY UP

Each year, 2 week-long sessions bring 150+ hand-selected members of the trade to in Lebanon Junction, Kentucky where they fully immerse themselves in the culture surrounding American Whiskey.

Each attendee tours sponsoring whiskey distilleries, learns the process of making their favorite spirit and participates in community-building exercises designed to strengthen the relationships not only between campers but also the brands supporting this now legendary experience.

As for ROI, let's take a look at two very different brands with very different spends at Camp:

CASE STUDY: BOURBON BRAND

- Investment: \$20,000
- Return: Direct Barrel Sales of \$75,000 during Camp

CASE STUDY: LIQUEUR BRAND

- Investment: \$2,500
- Return: 38 menu placements from Campers from various parts of the country.



PROD. LUSH LIFE

BRANDED CLASSES

Bringing your Master Distiller to the states for a week? Make sure you get them in front of as many members of the trade as possible via a formal class. We recommend hosting a virtual class first followed by an in person tasting and educational session in key markets.

REPLICATABLE EVENTS

Want your brand to focus on fun? That's easy. Design an event that's engaging, entertaining, and hands-on. Plus, there's always room to wedge some education in there too!

PURPOSE DRIVEN ACTIVITY

Does your brand have a social cause tied to it? Find a way to engage bartenders in the work you're doing. Most of the bartenders I know are motivated by doing good more than a cocktail. Get them involved!

THIS COVERS MOST ACTIVITIES!



Programs

Ketel One Marvelous Mondays

THE CHALLENGE:

During the pandemic, how can we support bartenders when bars simply aren't open? We identified food insecurity and social connection as the two biggest challenges, and designed this program.

THE SOLUTION:

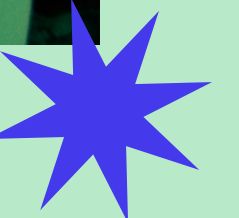
Lush Life invited bartenders to sign up for Marvelous Mondays, a series of dinner parties that happened each Monday. Accompanied with a focused educational session on Portland Cocktail Week's Digital Learning Channels, which reached ~3000 bartenders each week, we hosted themed dinner parties with our partners at Another Round Another Rally complete with a meal prep kit from one of the major suppliers. Our guests would cook one of the six meals in the kit ARAR sent, and would join other bartenders around the country to talk, connect, and enjoy a meal — much like we would do at events outside of the pandemic.

THE RESULTS:

The program netted over 100K views across social channels and we delivered over 6000 meals to bartenders around the country. Additionally, we were able to hire bartenders to develop original recipes to theme the week, and we shot original photography of each drink. Those drinks were then made into a PDF that was shared with the sales team along with an explanation about how to talk about the program when accounts reopened.

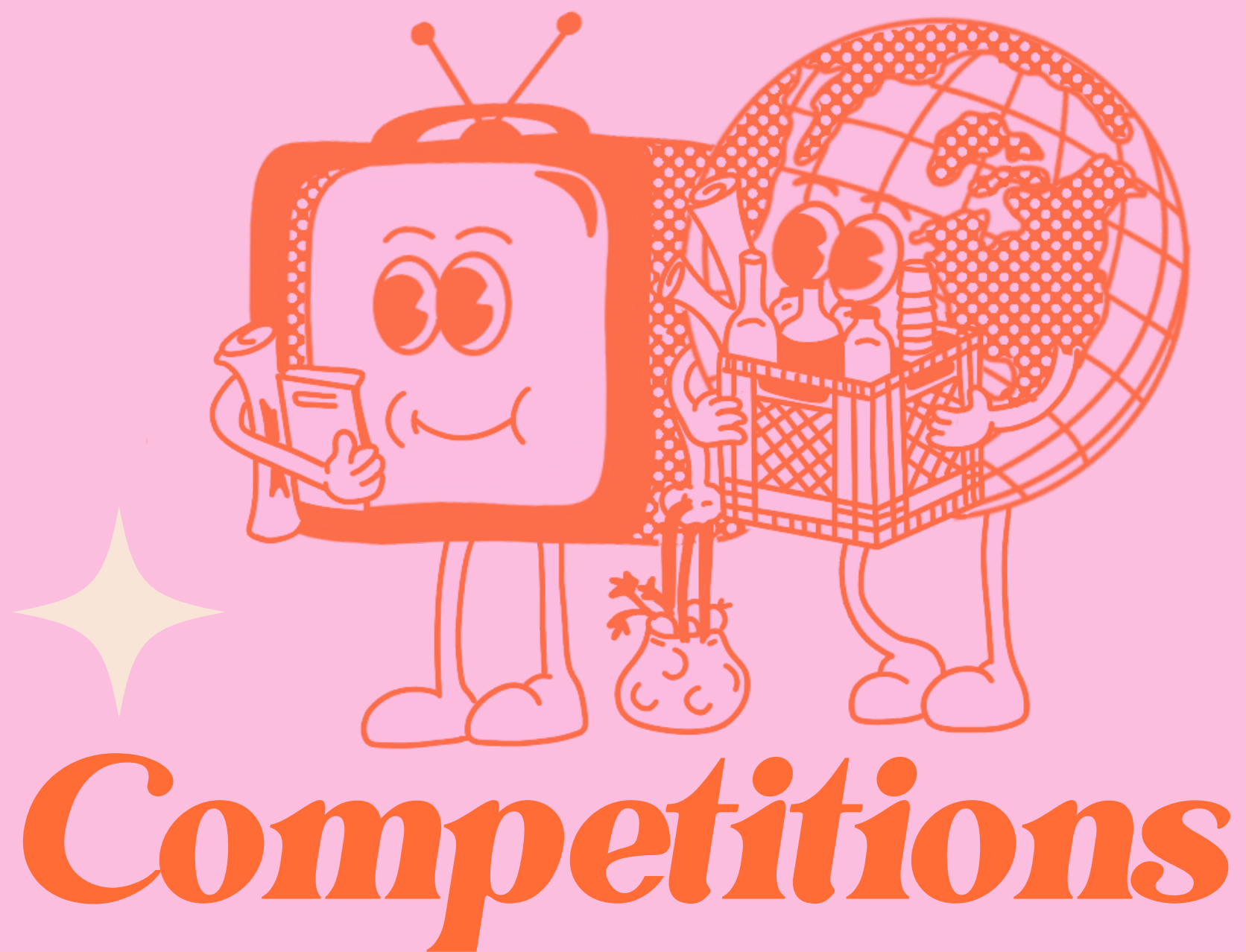


LUSH LIFE
PROD.



CONSISTENTLY, COMPETITIONS ARE WHERE MARKETING FAILS BARTENDERS THE MOST.

- Let's be honest about what a competition is. Competitions are marketing efforts for your brand. Can bartenders benefit from participating in your competition? Maybe, but that's not guaranteed. You must design your competition to consider the **WHOLE** community, and make sure that participation isn't limited to the people who own a DSLR.
- You're asking a bartender to take time off of work (or rest!), think about how they would use your brand, teach you how they would use your brand, and then get up in front of their community and repeat all of that.
- Your prize needs to be worth the time, creative energy, cost output, and reality that they might not win.
- At every step of the way, your team needs to provide as much support as they can. That means, ingredients, tools, and all materials need to be provided and ready. Transportation to/from the event should be provided.
- And, please, make things fair. If your entire judging panel is white, you're doing it wrong. If you don't have a blind element to your judging, you're also doing it very wrong.



CASE STUDY

Brugal 1888

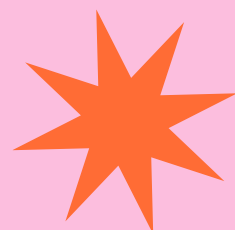
OUR FIRST COMPETITION

With only two weeks to turn around rules, rubrics, web design, an announcement and an entire competition mechanic, Lush Life was able to deliver 5x the KPI of participants and was able to curate a diverse and engaged group of bartenders from across the Americas to participate in the Brugal 1888 Nearly Neat competition.

Over 600 bartenders submitted recipes through our two week submission window, and from that we selected 10 to compete in the finals held in NYC. Lush Life managed every element of the competition from the submission forms, to selecting the judges, creating the rubric and hosting the competition and New York City experience for our finalists.

We were able to bring the brand's luxury credentials to life with a stay at a high end hotel, dinner at the acclaimed Nomad Rooftop and drinks at New York City's top rum-focused bars. Every minute of our competitors' time was planned while they were with us, ensuring an educational, enriching and relaxing experience.

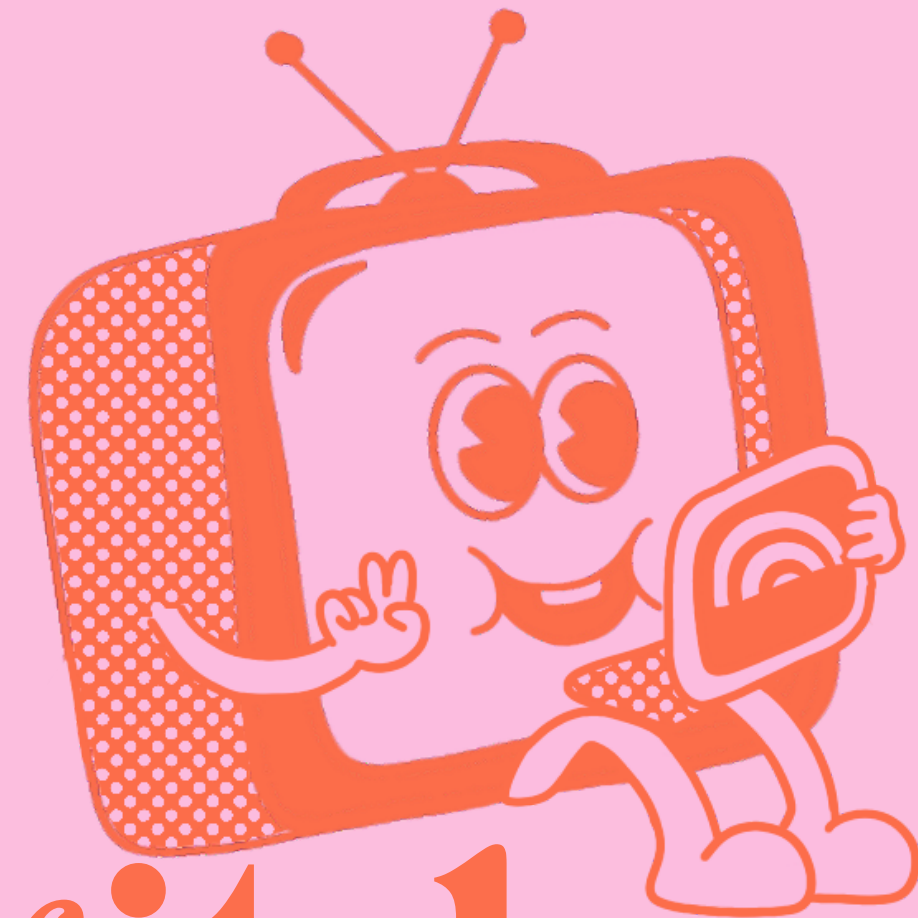
Those who did not make it through to the finals were sent a thank you card in the mail, complete with a custom enamel pin commemorating their participation. We had over 80 social media responses about the pins that were overwhelmingly positive.





POSTING ON INSTAGRAM IS THE BARE MINIMUM.

Whether your digital strategy is to make your Ambassadors influencers or it's to sell out on Drizly each weekend, you should be incorporating bartenders into your strategy. Partner with Drizly and offer beautifully shot videos with bartenders developing easy to make cocktails for consumers to make at home. Hire bartenders to lead digital classes for you on Portland Cocktail Week's Distance Learning Channel. Hire bartenders to develop cocktails using your brand, and get those photos on your Instagram. Apply the lens of supporting the trade here, and you'll see great results!



Digital Engagement

A. CASE STUDY

Portland Cocktail Week Distance Learning

VIRTUAL EDUCATION
VIRTUAL EVENTS
BUSINESS AND CATEGORY CERTIFICATION

When the world came to a standstill, so did planning for Portland Cocktail Week 2020 in its traditional sense. We launched PDXCW Distance Learning in an effort to put some money into our Educators pockets, raise funds for nonprofits focused on providing aid to hospitality workers and fill the gap in education and social interaction that a year without in-person programming left in our community. The response was overwhelmingly positive from the beginning, and, while we certainly didn't expect to end the year with over 100 streams, our audience's interest in Distance Learning continues to grow. In eight months of Distance Learning, we reached over 483,000 people, drew 206,000+ viewers and racked up 101,000+ engagements and 4,600+ comments. With the proper focus, we believe those numbers can drastically grow—putting our partners in front of this audience while also supporting this community in need.

The Numbers

Average Reach:

6,000

Average Viewers:

2,100

Average Minutes Watched:

4,300

Average Engagements:

1,500

Benefiting the Community

While the obvious and most immediate help provided by these classes is in providing continuing education, this program also provides a few other resources to benefit the community:

PAYING EDUCATORS:

Our educators will all be paid for their time, and this speaking fee is a legal and compliant way to financially support in these trying economic times.

DONATION AND PROMOTION TO SELECT CHARITIES:

We highlight one charity in each video and providing an accompanying \$100 donation. These charities will all be those that are directly benefiting the service community (I.e. Another Round Another Rally, No Us Without You, RWCF etc.).

CASE STUDY

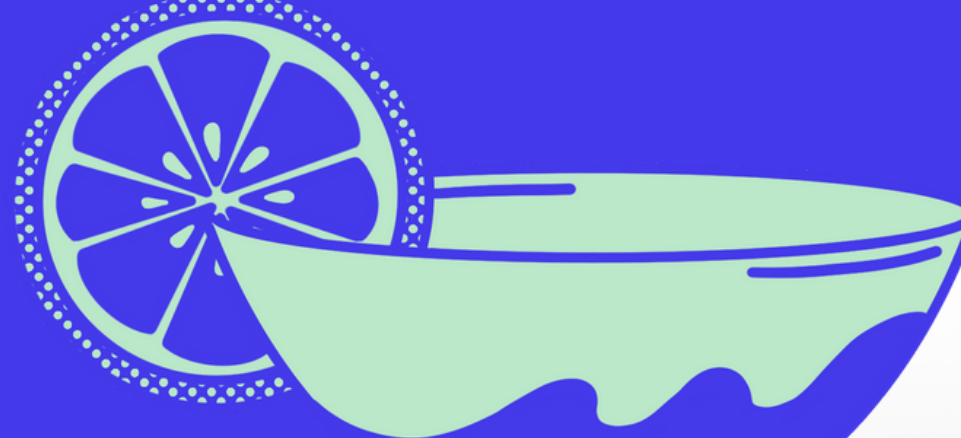
Proud To Celebrate

A DIGITAL/IN-PERSON HYBRID

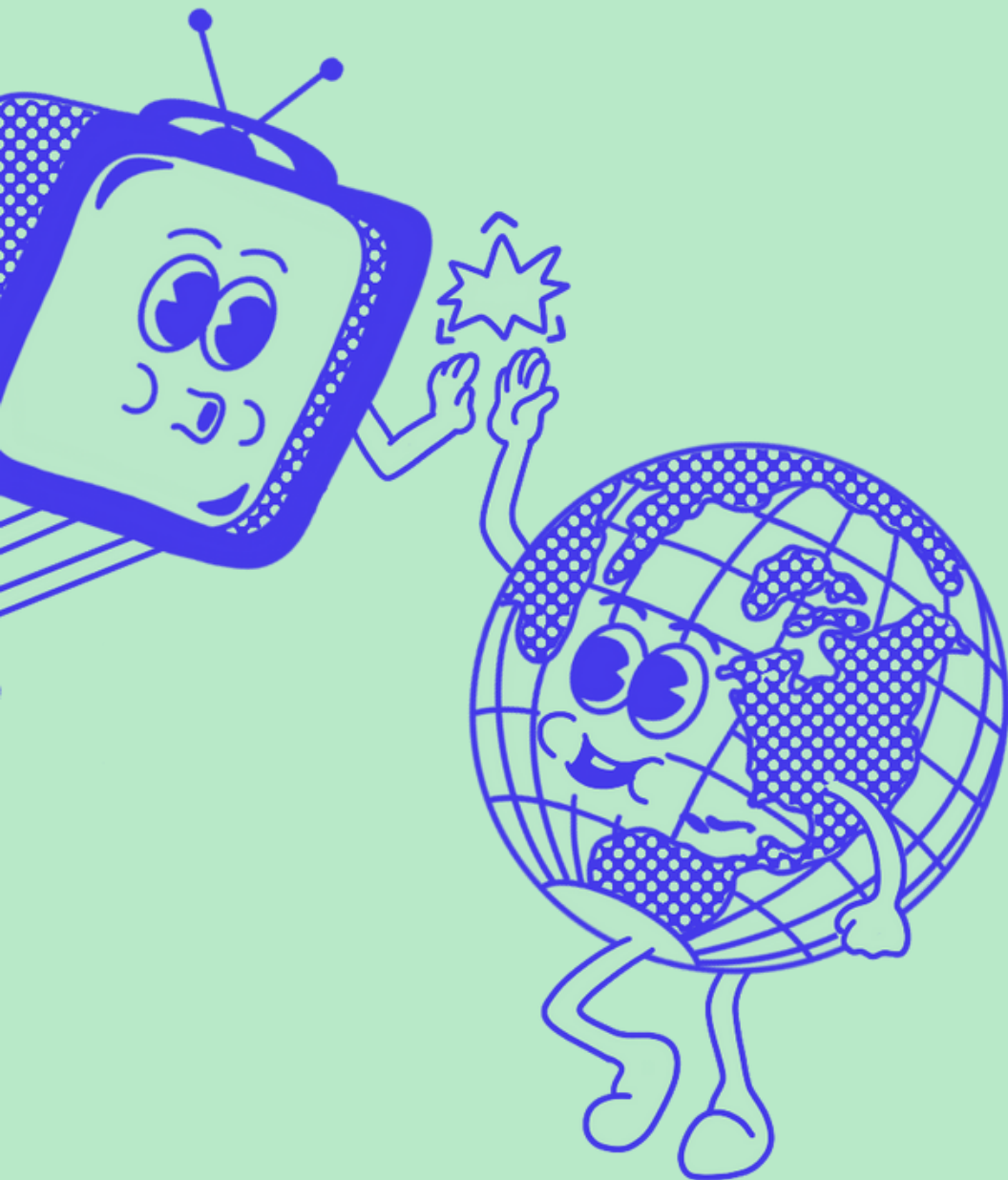
Chandon wanted their on trade Pride outreach to mean more than a rainbow washed bottle, so they asked Lush Life and Portland Cocktail Week to develop a program that put the spotlight on LGBTQIA+ bartenders and highlighted their talents in the bar world.

We worked with the brand to select a diverse and thoughtful group of bartenders to design original Chandon recipes for each color of the Pride flag. The bartenders created amazing cocktails that were then used to tell their stories across multiple PR and marketing channels from internal trainings to consumer facing media initiatives.

Along with the amazing drinks, Lush Life took professional photos of each cocktail, wrote detailed biographies for each participant, and put together a PDF describing the program and each of the cocktails that was shared to national accounts and media.



Some final thoughts:



ADD THE BARTENDER LENS ON ALL MARKETING EFFORTS

Find a way to incorporate and pay members of the trade on every level of your marketing efforts. Have I said this 100x? Yes. Will I stop? Never.

DON'T FORGET YOUR SALES TEAM

All trade focused efforts should be shared with your sales team. You should also design a version of the program to suit their needs to develop a sense of continuity across all marketing channels.

IF YOU'RE NOT GETTING A DIVERSE GROUP, THAT'S ON YOU.

Examine your marketing efforts to make sure your work is inclusive and inviting for all communities— not just yours. If you're getting the same kind of folx, you're not catching something. Members of the trade or agencies can help you find the root problem.

contact me:

lindsey@lushlife productions.com

