

SHINE CREATIVE X JACK DANIEL'S SINGLE BARREL SAVOR + SHARE SERIES



This project landed squarely in our wheelhouse; cocktails, delicious food and entertaining in style. We were excited when Jack Daniel's approached us with the desire to create an entertaining series with Maureen Petrosky.

Client Objective

- Drive awareness amongst female consumers through JDSB winter/holiday entertaining content
- Utilize short-form pre-roll to drive users to watch the full video

Our Solution

We worked with JD to come up with seasonal food pairings along with branded original cocktails. The pairings were guided by seasonal inspiration and together, we worked with Maureen and JD to develop storylines, art direction and menus. The styling and location were critical to the project. Shine developed the art direction with the style team from Make Tribe ([@maketribe](#)) to source and style everything for set design and table top. We also worked closely with Judy Kim ([@thejudylab](#)) on the food styling and still photography.

Plan Parameters

- Target: F30-45, HHI \$100k+, college educated, interested in sophisticated entertaining, holidays, cocktail/drink recipes, parties
- Timing: December

Fun Fact: Total content watch time of 1 year, 7 days, and 7 hours
Best Performing Creative: Fall Fire Pit (28% VCR, .13% CTR)
Best Performing targeting type*: Topic targeting (28% VCR, .14% CTR)

Custom Campaign Study Results - Overview

- +13.6% Lift in Brand Awareness
YouTube "Best in class" vs benchmark
- +12.3% Lift in Purchase Intent
YouTube "Best in class" vs benchmark

Based on the above awareness and purchase intent lift, YouTube calculates that an incremental 34,000 will likely purchase JDSB next time they buy in the category, and an incremental 49,000 people are now aware of the brand who were previously unaware.

Campaign Learnings

- Optimizing towards completed views can help drive a significant increase in purchase intent (+23.4% for completed views vs +9.6% for skippers)
- Optimizing towards video completion can also drive a higher lift in awareness over skippers (+14.9% completion vs +11.6% for skippers)

[Experience the microsite here.](#)