

You Can't Taste An Ad



THE STORY

The sun peeks through an otherwise overcast sky atop a lush green field.

Poised beautifully in nature, a small bar punctuates the setting. A friendly bartender meets your eye line and picks up a bottle. “Let me tell you the story of this one.”

As your glass is filled, she narrates the drink’s history, its makers and their craft. Suddenly, you’re being transported onto your own journey – one of intrigue, understanding, and excitement to put liquid to lips.

An experience like this is essential and monumental for spirits. Why? Because when it comes to moving consumer’s minds, drinking is believing. Ads can tell you a story. But in an IRL experience, you are the story.

THE HUMAN CONNECTION

Presence. Eye contact. Gestures. Smiles.

The little things can make an experience more personal to the consumer. And when it comes to spirits, you've got to go even one step further.

Guide them through the sensory experience of bottle to beverage. Show them the extravagant pour. Let them hear the refreshing drop of ice. Have them smell the orange peel on the rim. By the time the liquid touches their lips, you've already taken them on an entire journey that they'll never forget.

THE HISTORY

Ads succeed in showing the functions and images of a spirit. But not its history.

Every spirit has a unique story to tell, and consumers want to hear it. They want to learn more about the spirit that hits their palette. How did it come to be? What makes it so unique from the rest? How did it get from there to right in front of me?

Then, the next time a consumer won't walk into a bar and think, "Which of these 49 bourbons should I pick?" They'll know the history, and already have a personal connection to that specific brand. Or, you'll be the one to tell them.

THE BEGINNING, NOT THE END

We often think of the physical moment as the final beat in the advertising journey. The targeted consumer, persuaded by big ideas and striking ads, purchases the beverage and takes that sip. Bottom of the funnel, right?

It's the same in agency land; the ideas are pitched, the ads are made. And then the campaign is 'activated' with experiences.

But when it comes to spirits, the tipping point is just that – the tip of the glass, the physical connection, the taste. Brands should think of experience first, not last.