



BEAM SUNTORY OUTSIDE LANDS

Hacienda by Hornitos® at Outside Lands showcased the culture, heritage and boldness of the spirit. Through décor, unique engagements via the EEG machine and cultured ambiance, the footprint emulated the essence of the brand.

Backyard BBQ by Jim Beam® at Outside Lands served as a high quality, yet casual and relaxing environment for consumers to put their feet up. Through signature cocktails, a photo experience, food, décor, branded giveaways and fun engagements, the Jim Beam® brand was represented in a bold way at Outside Lands.

SERVICES

- Onsite sales
- Cocktail strategy
- Brand education
- Production + fabrication
- Branded engagement development
- Sponsorship negotiation management
- Staff recruitment training
- Program management
- Creative development
- Environment design

22,225
COCKTAIL SALES

225,000
EVENT ATTENDANCE

170
CASE DEPLETIONS

13,210
GIVEAWAYS
DISTRIBUTED