



PRISM AWARDS
BEST USE OF AN EVENT TO BUILD OR CHANGE REPUTATION

THE BOTANIST: THE FORAGER 2.0
THE FRIDAY STREET CLUB

OPENING STATEMENT

Three years after launching the super-premium gin brand, The Botanist, in South Africa, The Friday Street Club hosted The Forager 2.0, a foraged mixology competition. The event saw some of the country's hottest bartenders compete to develop the wildest serve using The Botanist and locally foraged ingredients.

With no other marketing support, apart from PR and social media, the brand saw positive growth in the number of venues stocking the brand. There was also a peak in sales during the time of the event, with 2 700 bottles booked online as a direct result of the coupon supplied at the event.

CAPE TOWN



STATEMENT OF OPPORTUNITY

Three years ago, we launched The Botanist gin in South Africa. Gin was becoming the new “trendy” drink and new brands were popping up left, right and centre, growing the category dramatically. The Botanist, a premium gin from Scotland, stood out – it was an international brand, super premium, and yet had the credentials to appeal a “craft” loving audience.

Fast forward to 2017, and we needed to think of how to keep it relevant. With fierce competition and thousands of local brands jostling for space in the trade and encroaching on The Botanist’s unique positioning as a foraged and hand-crafted brand, we needed to make a plan to ensure that bartenders made it their gin of choice.

JOHANNESBURG





RESEARCH

In 2016 we hosted what would become the precursor to the Forager 2.0, named (unsurprisingly) The Forager. The event also saw a number of top bartenders competing to make the best serve with The Botanist gin, with media, influencers and members of the public as judges.

However, evaluation after the event showed that although the competing bartenders and the attending members of the public loved the brand, they often did not know how or where to find it. We realised that we needed to ensure that it was stocked widely in the best bars, that fans knew which bar had their Botanist serves, and that once they were there, the bartenders knew about it. It also needed to be listed on their menus.

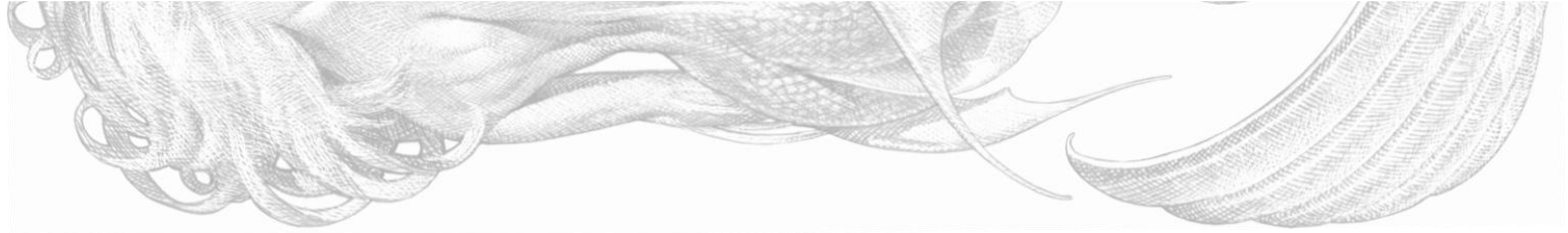
So we decided to take the event out of their exclusive spaces and the back into the bars themselves – driving foot traffic to the bars and supporting the businesses that supported the brand.

This was overlaid with Customer Segmentation Modes from CIA (Consumer Insight Agency), which identified the “New Age Yuppies” segment as a focus.

This audience is characterised by never taking anything at face value - what these individuals choose to include in their life is an extension of themselves, and must connect with their ideals: authentic, holistic, balanced.

DURBAN





PLANNING

Our objectives

To increase awareness of The Botanist Gin amongst our target consumers, to get top bartenders in South Africa as supporters and fans of the brand, and to drive sales.

Our messaging

The Botanist is a super-premium, highly crafted and delicious gin, made from natural hand-foraged ingredients.

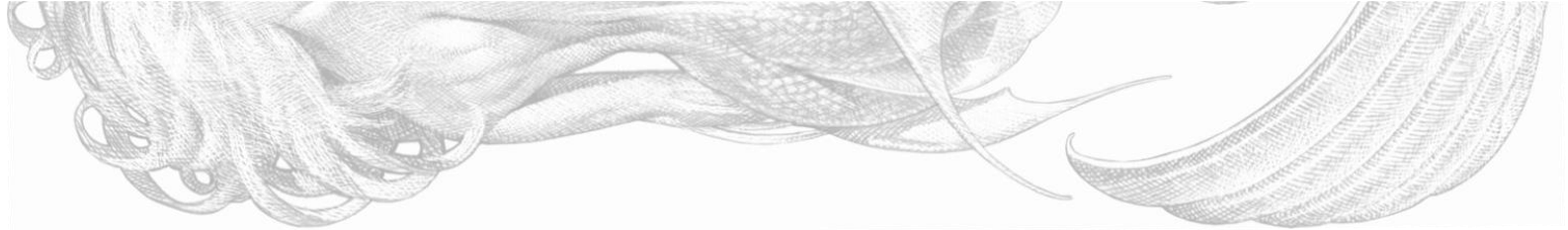
Defining our target audience and the channels we used to reach them

We needed to speak to both the bartenders who would compete (and stock the brand) as well as the consumers who would ultimately buy it.

Both groups fell within the “New Age Yuppies” segment identified by CIA. They are well educated, incredibly digitally literate and financially comfortable. They are not reached through traditional media, but are rather influenced by word-of mouth, events and experiences, overseas trends, and what their friends do and think.

So, we knew that we had to make these events one-of-a-kind and ones which exemplified everything the brand stood for. It also meant that we placed less importance on lining up column inches of traditional media space, focusing instead of putting on exceptional events, and hosting the RIGHT people, who would become ambassadors of the brand and share their experiences with their circles of friends.

On top of this, we wanted to create one-on-one bespoke communications with the media and bartenders we involved, rather than a one-size fits all spray-and-pray approach.



Bartenders received unique starter packs inviting them to partake, and media received physical invites containing The Botanist mini bottles and a selection of fresh, hand-foraged local ingredients to mix their own serve.

INVITES



Our role and budgets

We worked very closely in partnership with Herd, who were the activation, social media and creative partners for this event. The total campaign budget was in the region of R400 000, including activation agency fees and event costs.



EXECUTION

The events series was broken down into three phases:

1. Bartender forage

An integral part of the event was for the competing bartenders to be educated on what foraging meant. A bespoke forage was held for each, hosted by local foraging experts, where they were taught how to forage, what local ingredients could be used, and some inspiring ways to use local ingredients.



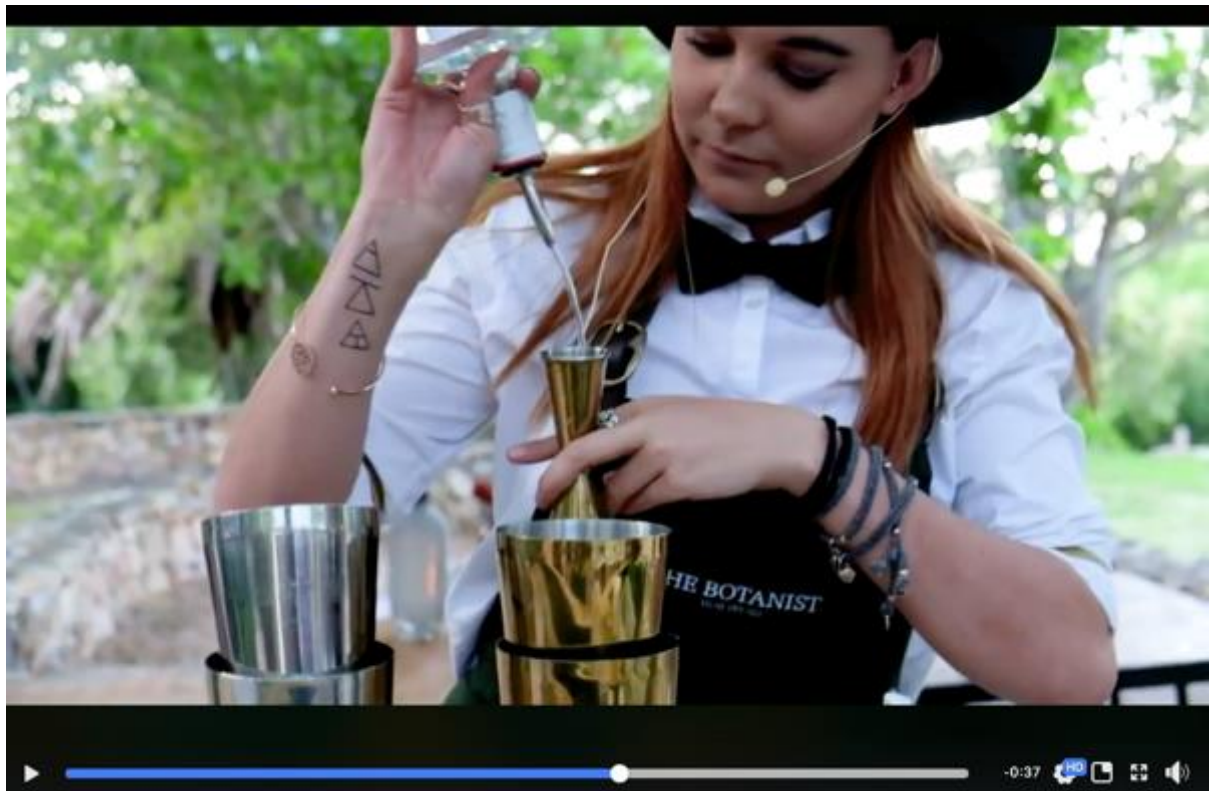
Watch the video here: <https://www.facebook.com/theforagerSA/videos/28497926540347/>

2. Regional heats

Three bartenders/bars from Johannesburg and Cape Town, and two from Durban, competed in the regional heats. In order to showcase each of the bars, the format of the evening was that of a “bar-hop”, where guests went to the first bar, tasted their drink and then were shuttled to the next bar in organised transport.

3. National final

The winners from each regional heat convened in Cape Town for the finale. A few hours before the event, each contestant was presented with the same “mystery box” of locally foraged ingredients to create their cocktail from. After prepping and experimenting with the flavours, they moved to the final event, outside on the slopes of Table Mountain on a beautiful, warm, still evening. The winning cocktail was announced after tallying votes from the guests and media, as well as the judges.



Watch the video here: <https://www.facebook.com/theforagerSA/videos/300854880319452/>

FINALE



Media and communications included:

- Launch and post event media releases and communications
- Facebook and Instagram channels (managed by Herd)
- Video series
- Direct mail /desk drops and invites
- One-on-one interaction with media attending and judging at events, with on-site media management

OUR GUESTS



EVALUATION

Objective 1: Increase awareness for The Botanist Gin

- 6.3 million people reached through media and communications.
- Over 50 media guests at the events.

Objective 2: Get bartenders on board as ambassadors for the brand.

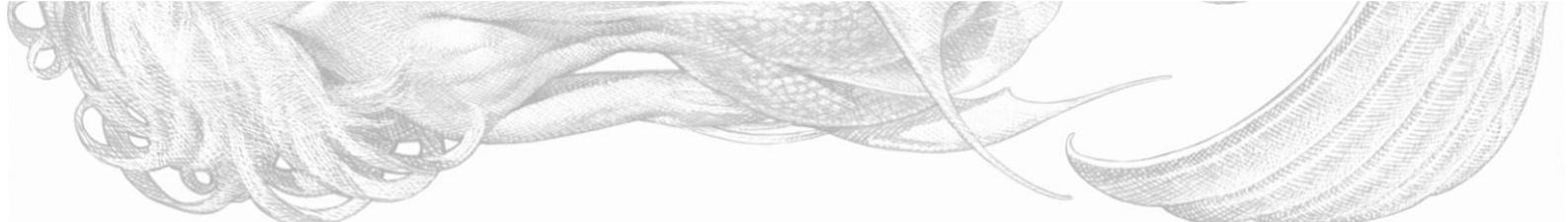
- Anecdotal feedback below:



Objective 3: Drive sales

- Tamika Sewnarain, The Botanist Brand Manager, confirmed that the Forager 2.0 influenced sales and that they saw an increase in venues that had been stocking the brand since the first event in 2016.
- Peak in sales during campaign period.

The event was shortlisted as one of four finalists in the Best Brand Campaign in the BAR (Bartender Accolades and Recognition) Awards.



SELECTED MEDIA COVERAGE

MORE THAN FOOD

EAT DRINK EXPLORE RECIPES PEOPLE PLACES LIFESTYLE

The Forager 2.0 presented by The Botanist Gin

by [unreadable] on [unreadable]

[unreadable]

On Wednesday the 1st of [unreadable] was invited to the second season of The Forager, hosted by The Botanist Gin. They were showcasing their gin through an urban forager around Cape Town's [unreadable] bars. It was essentially a competition between the bartenders from three participating bars - The Oak, The Botanist Bar, and the [unreadable] - to see who could create a cocktail showcasing the Botanist Gin and pairing it with wild and foraged plants.

This unique cocktail bar represents The Botanist Gin, reflecting the brand's British-ginspiration, sustainability, foraged and wild.

The evening began at 19H00 at The Botanist in Cape Town, a very funky bar with a mix of modern and antique furniture and a truly South African vibe. We were treated to welcome gin and tonics the size that taste of The Botanist Gin and left to mingle with the other guests.



the Socialite

fashion lifestyle entertainment

Introducing The Forager 2.0

by [unreadable] on [unreadable]



The Botanist Gin is a sustainable, artisan gin distilled in Cape Town, South Africa. It is a 40% ABV (80 proof) gin, made from locally sourced botanicals and distilled in Cape Town, South Africa.

The new gin is a sustainable, artisan gin distilled in Cape Town, South Africa. It is a 40% ABV (80 proof) gin, made from locally sourced botanicals and distilled in Cape Town, South Africa.

This year we are looking for 'Forager' content in Cape Town. We will be looking for your own recipes to make, photos of your own garden, or photos of your own foraging. We will be looking for your own recipes to make, photos of your own garden, or photos of your own foraging.

At high-visibility points in Cape Town, you can find the Botanist Gin and tonics the size that taste of The Botanist Gin.

Check out a sample of our new gin and tonics.



BOTANY 101



Gin or vodka is set to become a whole lot seltzer-mix to The Botanist Gin, from September to October. It'll be hosting The Forager - a series of events where up-and-coming bartenders from Cape Town, Durban and Johannesburg will try to out-drink each other in making the wildest cocktail using The Botanist Gin and botanicals they've foraged themselves. The best part? You can get and taste their creations in the weeks around the Urban Forager event. To find participating bars in your city and stay up to date on what's next, follow The Forager on Facebook and on Instagram, @TheForagerGin. The Botanist Gin is available at selected retailers from R400. thebotanist.com



SELECTED SOCIAL MEDIA



Instagram post showing a colorful salad with flowers. Caption: [unreadable]



Instagram post showing a glass of gin and tonics with fruit. Caption: [unreadable]



Instagram post showing a bottle of Botanist Gin. Caption: [unreadable]



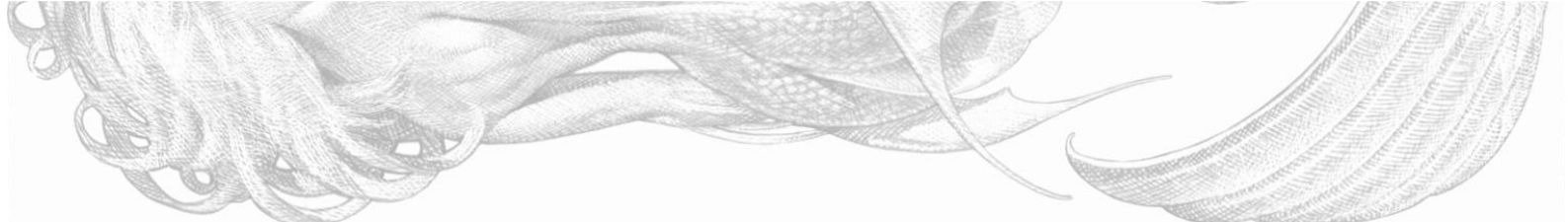
Instagram post showing a bartender behind a bar. Caption: [unreadable]



Instagram post showing a glass of gin and tonics. Caption: [unreadable]



Instagram post showing a glass of gin and tonics. Caption: [unreadable]



"The agency went beyond the scope of a traditional PR or communications agency. This was achieved by keeping our clients at the heart of the campaign, with interesting and innovative alternatives to traditional gin drinking occasions, while also engaging and delighting our key customers (the bartenders) and leveraging media relationships to ensure we amplified it beyond the lucky few who could attend in person,"

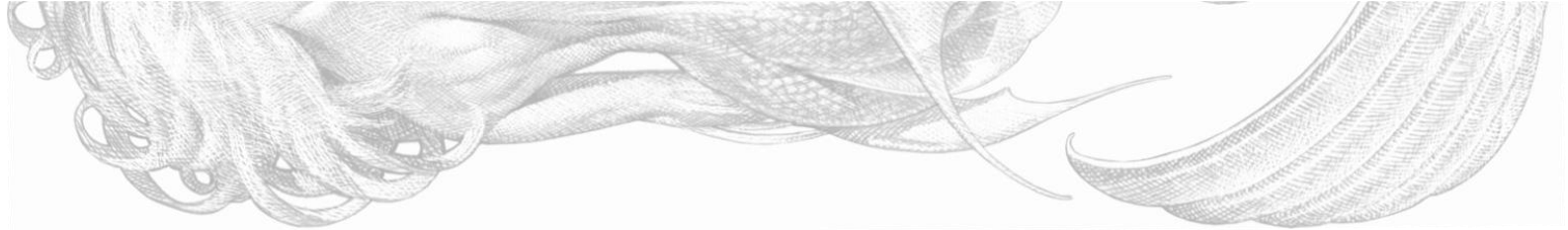
"The work from The Friday Street Club on 'The Forager' Campaign for The Botanist Gin was a great example of an agency leading a team of diverse talents and backgrounds to deliver an exceptional brand experience and over-deliver on our brand awareness objectives. From evolving the concept into an exciting space, executing consumer experience to perfection, right through to achieving PR and volume results beyond objectives, the campaign was a great success for the brand,"

Phil Voget, Marketing Manager, The Botanist.

"The Friday Street Club is an incredibly authentic, genuine and pioneering agency to work with. They're constantly thinking outside of the box that exists outside of the box. We have a great relationship with The Friday Street Club and couldn't think of anyone else to work with on such exciting campaigns and initiatives,"

Caitlin Hill, Brand Ambassador, Remy Cointreau





OVERVIEW

Online reach: 6 055 109

Radio reach: 115 035

Print reach: 26 997

Social media reach (Instagram, Facebook): 140 000

Total people reached: 6 337 141

Total AVE excl social media: R508 553.44

(Total word count: 1 121)