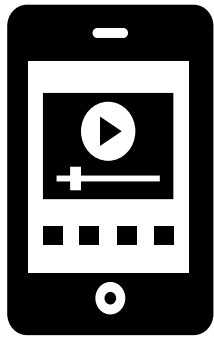




# BELVEDERE NIGHTS

Growing sales with a unique Influencer Program



## CAPABILITIES USED

- INFLUENCER RELATIONS
- CREATION OF CUSTOM APP

## THE CHALLENGE

Makers of the first super-premium vodka, Belvedere set out to drive trial, consumption, and purchase of Belvedere Pure, Pink Grapefruit, and U80 in key accounts, including New York, Atlanta, Chicago, Baltimore, Washington, D.C., and Los Angeles.

## ACTION

one50one enlisted the help of an influencer in each market with a strong social media presence to participate in a new ambassador program. one50one started by building a custom Belvedere Nights Portal, a mobile application for influencers to upload videos and photos of all activations and program activity in their market. Each marker page was tied back to each influencer’s personal Twitter feed to capitalize on their following. Each Twitter feed was also coded with the custom hashtag #morebelve to drive more awareness of the program and products.

## RESULTS

OVER THE COURSE OF THE CAMPAIGN, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

**139%**  
sales increase  
year over year

**144M**  
key performance indicators (KPIs)  
via the Twitter functionality