



SEEDLIP[®]
DISTILLED NON-ALCOHOLIC SPIRITS

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TRADE TARGETED ADS



FY21 Q2-Q4 REVIEW

TRADE ADS REPORT

OBJECTIVE

I. Promoted Trade Accounts and increased DTC sales through Trade accounts

METRICS

I. Dry January

- I. 4,476 Link Clicks
- II. \$0.56 Cost Per Click
- III. 0.92% Click Through Rate

II. March

- I. 1,810 Link Clicks
- II. \$1.02 Cost Per Click
- III. 1.51% Click Through Rate

III. April

- I. 3,439 Link Clicks
- II. \$0.53 Cost Per Click
- III. 2.94% Click Through Rate

IV. May

- I. 2,335 Link Clicks
- II. \$0.70 Cost Per Click
- III. 3.33% Click Through Rate

LEARNINGS

I. Keeping Trade Accounts the same from April-May and changing the graphics instead of restarting a new ad campaign every 30 days allows the algorithm to target accounts with a higher chance of clicking through to their local retail store, increasing digital trade sales



ACTIVITY GOAL & KPI'S SET

Q4 goal: Continue to elevate trade targeted ads with a KPI cost per click of \$0.80 and click through rate of 1.85%

ACTIVITY GOAL, KPI'S AND ROI* ACHIEVED FOR THE ACTIVITY

[Dry Jan] 4,476 link clicks, with a \$0.56 Cost Per Click and 0.92% Click Through Rate

[March] 1,810 link clicks, with a \$1.02 Cost Per Click and 1.51% Click Through Rate

Promoted Trade Accounts and increased DTC sales through Trade accounts

WHAT WORKED AND WHY? WHAT DIDN'T WORK AND WHY?

How Dry Jan ads were set up meant only two trade locations received the promotion.

Switched this for March and only highlighted two stores to focus on and enhance their DTC sales

EVOLVE / CONTINUE

Focus on only a select (6) accounts per Q and set their total amounts spent from day one.

Continue to identify trade accounts that have online DTC sales to deplete their cases in another revenue stream

PROVEN TRADE MARKETING ADS STRATEGY

APRIL & MAY RESULTS
FY21 Q4 TOTALS*

\$ 0 . 6 1 5 C P C
3 . 1 3 5 % C T R

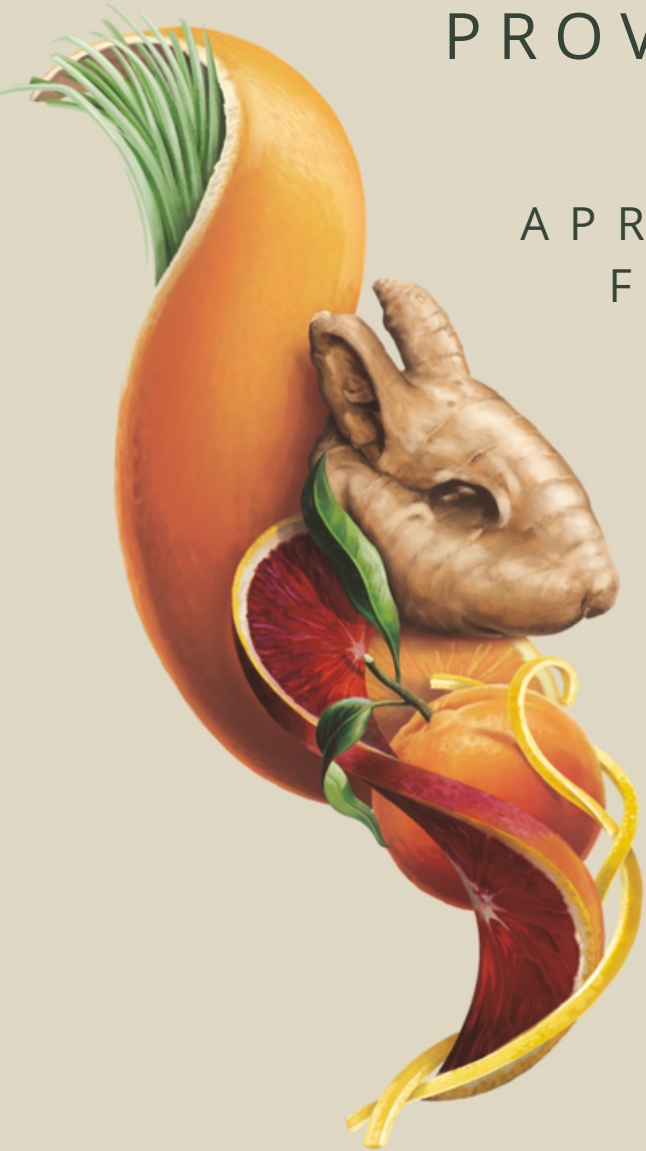
FOOD AND BEVERAGE
INDUSTRY STANDARD

\$ 0 . 6 1 C P C
1 . 8 6 % C T R

Focus on only a select, specified number of accounts that have e-commerce DTC per quarter. Set the campaigns up with their own budgets, and the ability to change the ad graphics (not the audience).

It takes 30 days for the algorithm to target accounts; for a higher chance of reaching CPC and CTR KPIs and increasing trade case depletion rates.

* May Ads stayed live until the money ran out since Seedlip shut down/was fully integrated in Diageo June 30



STRATEGY EVOLUTION

1st New Tactic

Split up total quarterly budget between each account so each will yield results.

2nd New Tactic

Utilize the middle funnel to maximize Trade DTC accounts depletion rates. Those that do not have DTC will be targeted by Zip Codes as previously used.

3rd* New Tactic

Design ads to resonate with each account's audience. Break budget up based on account size

*This strategy was not possible to complete due to expedient ad spend of \$2,000 from March 1-2.

4th New Tactic

\$1,000 spend per account to run across the whole month (quarter for the future). Two accounts for March; six accounts for a full quarter; changing the graphic each month.

STORES TARGETED

NOV DEC

SEASONAL SERVE CAROSUEL

- Berkley Bowl
- BevMo!
- Central Market
- Eataly
- Metro Market
- Total Wine & More

DRY JAN

START THE YEAR WITH SEEDLIP

- Berkley Bowl
- Better Rhodes
- Bristol Farms
- Central Market
- Crate & Barrel
- Eataly
- Erewhon
- Food 52
- Fox Trot
- Haggens
- Huckberry
- Market of Choice
- Metro Market
- Mollie Stone
- Safeway
- Total Wine & More

FEB MARCH

ESCAPE WITH SEEDLIP

- ABC Liquors
- Binny's
- Bristol Farms
- Central Market
- Eataly
- Erewhon
- Fox Trot
- Haggens
- Market of Choice
- Metro Market
- Safeway

APRIL MAY

ESCAPE WITH SEEDLIP

- ABC Liquors
- Binny's
- Haggens
- Lazy Achers
- Raley's
- Safeway

NOV DEC ACCOUNT-SPECIFIC DISCOUNT PROMOTIONS BEVMO! CASE STUDY



BEVMO! Ran from
December 19-Janurary 18

\$0.63 CPC
133 TOTAL CLICKS
0.83% RESULT RATE,
13,000+ REACH
\$77.47 TOTAL SPENT

DEPLETION CASE SALES

FY21 Q1: 36 grove

FY21 Q2: 57 grove

FY21 Jan: 93 grove

ONLY HAD A COMPLETE DATA SET FOR GROVE 7000mL
-
GARDEN & SPICE EXCLUDED FROM RESULTS

NOV DEC ADS - STRAEGY TACTIC 1

Overall reach

Under one large campaign, ads were added for specific accounts by zip codes.
Learned how many people saw the ads, but didn't have any way of tracking effectiveness.

\$ \$ 2 . 0 0 C P C
4 5 0 , 0 0 0 O V E R A L L R E A C H
\$ 1 , 1 2 7 . 5 5 T O T A L S P E N T

Link clicks

Added links halfway through to each account's ad, and tracked how many times people click the link.

\$ 0 . 5 9 C P C
6 5 8 T O T A L C L I C K S
1 . 6 1 % R E S U L T R A T E
3 0 , 0 0 + R E A C H
\$ 3 9 9 . 4 2 T O T A L S P E N T



DRY JANUARY ADS - STRATEGY TACTIC 2

Elevate your cocktail menu with Seedlip. Buy a bottle at XX.



Berkley Bowl | Better Rhodes | Bristol Farms | Central Market | Crate & Barrel |
Eataly | Erewhon | Food52 | Fox Trot | Haggens | Huckberry | Market of Choice |
Metro Market | Mollie Stone | Safeway | Total Wine & More

METRICS

\$0.59 CPC

4476 TOTAL CLICKS

0.63% RESULT RATE

475,000+ REACH

\$2,596.02 TOTAL SPENT

OBSERVATIONS

Results looked better than they realistically were because of E-Commerce Stores included not having zip codes & having a wider audience.

This disproportionately placed funds towards Huckberry & Better Rhodes.

WE ARE AVAILABLE AT

Binny's
BEVERAGE DEPOT



WE ARE AVAILABLE AT

EREWHON



WE ARE AVAILABLE AT

Haggen
NORTHWEST FRESH



WE ARE AVAILABLE AT

CentralMarket
H-E-B



FEB MARCH

evolution to

STRATEGY TACTIC 3

1st New Tactic: Split up total quarterly budget between each account so each will yield results

2nd New Tactic: Utilize the middle funnel to maximize Trade DTC accounts depletion rates. Those that do not have DTC will be targeted by Zip Codes as previously used

3rd New Tactic: Design ads to resonate with each account's audience

Budget: \$4,000

\$500 for larger accounts

\$325 of medium accounts

\$50 for 1 zip code accounts

FEB MARCH - ESCAPE WITH SEEDLIP - STRATEGY TATIC 3

Escape into nature. Real botanical ingredients. Distilled into non-alcoholic spirits. Buy a bottle of Seedlip at XX.



ACTUAL ACTIVATIONS

Binny's | Safeway


ORIGINAL PLAN

ABC Liquors | Binny's | Bristol Farms | Central Market | Eataly | Fox Trot | Erewhon
| Haggens | Market of Choice | Metro Market | Safeway

FEB MARCH POSITIVE CUSTOMER FEEDBACK

Seedlip Drinks (US)
4d · 🌐

Escape into nature.
Real botanical ingredients.
Distilled into non-alcoholic spirits.
Buy a bottle of Seedlip at Binny's.



WE ARE AVAILABLE AT
Binny's
BEVERAGE DEPOT

RINNYS.COM
Shop Seedlip At Binny's

Shop Now

👍❤️👍 10 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share


Most Relevant ▾

Comment as Seedlip Drinks

Ameyalli Clotfelter Veronika Sekaninova. 🙄
🙄 Binny's now has it Before I could give it to you

Seedlip Drinks (US)
4d · 🌐

Escape into nature.
Real botanical ingredients.
Distilled into non-alcoholic spirits.
Buy a bottle of Seedlip at Central Market.



WE ARE AVAILABLE AT
Central Market
MEXICO

CENTRALMARKET.COM
Shop Seedlip At Central Market

Shop Now

👍❤️👍 5 1 Comment

👍 Like 💬 Comment ➦ Share


Newest ▾

Comment as Seedlip Drinks

Lilly Lilova Christopher Thompson for me!

Seedlip Drinks (US)
4d · 🌐

Escape into nature.
Real botanical ingredients.
Distilled into non-alcoholic spirits.
Buy a bottle of Seedlip at Safeway.



WE ARE AVAILABLE AT
SAFeway

SAFeway.COM
Shop Seedlip At Safeway
Thinking of grocery delivery? Shop ...

Shop Now

👍 25 2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Comment as Seedlip Drinks

Vanessa Miller Love this product
Like · Reply · Message · 3d

Kandy Vaccarezza Great! Good move!
Like · Reply · Message · 3d

FEB MARCH INCREASED SALES

Total Wine & More

Westbury, NY had to place a second order
of 15 cases from December to January

Washington State, ordered 86cs in November vs
200cs in December

"Seedlip + Total Wine" was a rising trend

Safeway

Roseville, CA had 72 e-com orders in February

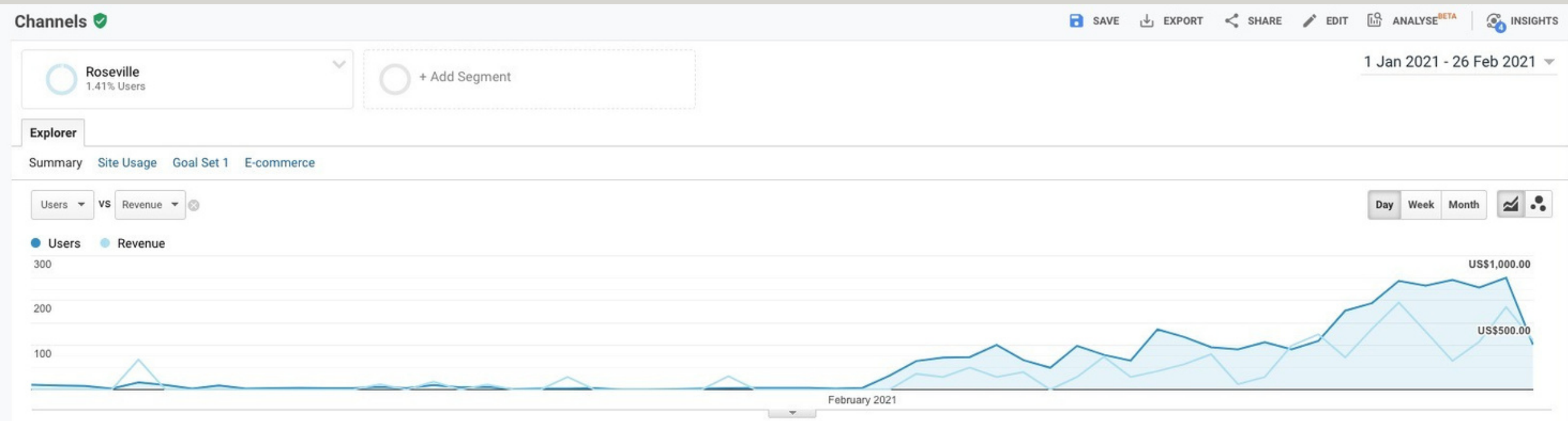
ELEVATE YOUR COCKTAIL
MENU WTH SEEDLIP.

BUY A BOTTLE AT

Total  **Wine**
& MORE



E - C O M S A L E S I N R O S E V I L L E , C A : S A F E W A Y A D S



FEB MARCH - ESCAPE WITH SEEDLIP - STRATEGY TACTIC 3

METRICS

\$1.02 CPC

1,810 TOTAL CLICKS

1.51% CTR

72,700+ REACH

\$1,838.45 TOTAL SPENT

OBSERVATIONS

This 3rd strategy worked better as both Safeway & Binny's received love. With optimization, Safeway's spending was \$12 a day, and performed better than Binny's at \$11 a day

Q 4 A D S



APRIL

From Seed to Lip. Take a taste of nature – buy a bottle at XXX.



ABC | Binny's | Haggens | Lazy Acers |
Raley's | Safeway

MAY

Celebrate loved ones Celebrate the little things. Celebrate w/ Seedlip

Available at XXX.



ABC | Binny's | Haggens | Lazy Acers |
Raley's | Safeway

JUNE

*Spicy, sweet or salty rimmed? Whatever your preference, enjoy a delicious
Seedlip Margarita this season.*

Buy a bottle at XXX to mix up your margarita this evening.



ABC | Binny's | Haggens | Lazy Acers |
Raley's | Safeway

* May Ads stayed live until the money ran out since Seedlip shut down/was fully integrated in Diageo June 30

Q 4 A D S - S T R A T E G Y T A C T I C 4

M E T R I C S *

A P R I L

\$ 0 . 5 3 C P C

3 , 4 3 9 T O T A L C L I C K S

2 . 9 4 % C T R

M A Y * *

\$ 0 . 7 0 C P C

2 , 3 3 5 T O T A L C L I C K S

3 . 3 3 % C T R

O B S E R V A T I O N S

Keeping Trade Accounts the same from April-May and changing the graphics instead of restarting a new ad campaign every 30 days allows the algorithm to target accounts with a higher chance of clicking through to their local retail store, increasing digital trade sales.

* April and May were looked at from the 1st to the last day of the month.

* * May Ads stayed live until the money ran out since Seedlip shut down/was fully integrated in Diageo June 30

PROVEN TRADE MARKETING ADS STRATEGY

APRIL & MAY RESULTS FY21 Q4 TOTALS*

\$ 0 . 6 1 5 C P C

3 . 1 3 5 % C T R

FOOD AND BEVERAGE INDUSTRY STANDARD

\$ 0 . 6 1 C P C

1 . 8 6 % C T R

PERCENTAGE CHANGE FROM FY21 Q3 TO Q4

9 . 8 % C P C

4 9 . 9 % C T R

APRIL & MAY RESULTS FY21 Q4 TOTALS

\$ 0 . 6 1 5 C P C

3 . 1 3 5 % C T R

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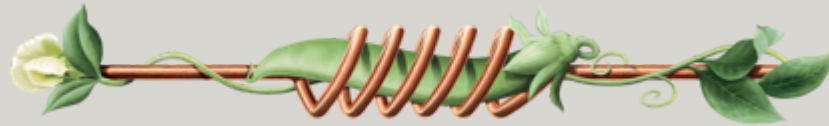
The percentage change between the Q3 Feb March ads and the Q4 April May ads confirms that ads need to run much longer than 30 days. It is okay to use the same graphics for longer than 30 days.

WERE Q4 KPI GOALS MET?

Q4 KPI GOALS	Q4 KPI RESULTS
\$0.80 CPC	\$0.615 CPC
1.85% CTR	3.135% CTR

CPC NOT MET - COULD HAVE BEEN DIFFERENT WITH JUNE
CTR MET - AND SURPASSED

DRY SAMPLING PROGRAM



FY21 H2 REVIEW

FIRST INTEGRATION OF THE DRY SAMPLING PROGRAM

SEEDLIP SAMPLE 'TO GO' POUCH PROGRAM OVERVIEW



Sample Pouches are individually packed w/ Seedlip, premium Ginger Ale* & a recipe card.

**Fever Tree Ginger Ale & Q Mixer Ginger Ale option*

TRADE RETAIL DEMOS – IN STORE SAMPLING

Seedlip national Brand Ambassador's & Agency partners to host in-store sampling 'to go' experience dates surrounding key occasions.

Educating consumers on Seedlip & offering Seedlip Ginger Highball cocktail kit for easy at home tasting.

Dedicated dump bin used to hold pouches & make easy for the consumer to self serve.

TRADE GIFT WTH PURCHASE

Offering to retailers as a gift with purchase [w/ focus on premium spirits purchases]

Focus: Independent [HALO] retail shops

Trial: Different expression GWP for Seedlip sales [ie: Grove sample w/ full bottle Garden]

Trial: Work with select chains to offer directly at checkout

DRY SAMPLING PROGRAM H2 RECAP

First integration of the dry sampling program

RECAP

68,256 SAMPLES DISTRIBUTED to CONSUMERS

856+ BOTTLES SOLD

22 MARKETS ACTIVATED:

N. CA, S. CA, N. FL, C. FL, MIAMI, CHICAGO,
AUS, DAL, HOU, METRO NY, HAMPTONS,
AZ, GA, MN, TN, RI, CT, NJ, WI WA, DC, OR

553 MKTG activations -> 39,816 consumers
sampled

January 31 events -> 2,232 consumed sampled

February 11 events -> 792 consumed sampled

March 70 events -> 5,040 consumed sampled

April 86 events -> 6,192 consumed sampled

May 177 events -> 12,744 consumed sampled

June 176 events -> 12,672 consumed sampled

18,144 additional consumers samples distributed
by Project Phoenix, Bon Vivant & internal team
use at local market opportunities, gift with
purchase, hotel room drop events, influencer,
PR & partnership

KEY LEARNINGS

- CONSUMERS ARE BEGINNING TO RECOGNIZE THE BRAND THROUGH CONSISTENT ACTIVATIONS & ARE COMING BACK TO TRY OTHER EXPRESSIONS
- BLITZING EVENTS IN ONE STORE / OVER ONE WEEKEND ARE NOT IDEAL
- SAMPLE PACK DELIVERY TIMELINES WILL NOT BE SECURED UNTIL WE CAN CONTROL 5CL DELIVERY FROM LONDON
- KITS IN MARKET 15 DAYS PRIOR TO MONTH ALLOWS FOR A FULL MONTH OF BOOKING

A lot of people said they had seen Seedlip on the internet and social media and were curious about it.

Majority of people would come up to me and say "I've seen this all-over social media and the internet and I've been so curious about it." A lot said they have been looking for an option that isn't so carbonated and light in flavor.

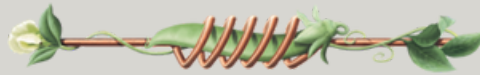
"This is unlike anything I've ever heard of, but I think it's a great idea!"
"If I like this after trying it, I think you may have just found a convert. This is so up my alley."



PEAS



LOVE



‘WHAT TO DRINK WHEN YOU’RE NOT DRINKING®’

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@SEEDLIPUSA