

Case Study

Aber Falls



The challenge

Aber Falls Distillery wanted to raise awareness of its new Visitor Centre and upcoming whisky releases. Aber Falls is the first distillery in North Wales for more than 100 years and has been focusing on building its portfolio.

They wanted to work with varying Whisky content creators to spread the word about their new Whisky release, but also have some influencers visit the Visitor Centre in person to share the experience with their audience and encourage them to visit themselves.

The solution

Using our AI Discovery Engine, we sourced six whisky enthusiasts from across the country to send out product to so that they were able to create a full review of the Welsh Blend and educate their followers on the uniqueness and history behind Aber Falls Whisky.

We also worked with two YouTube creators who vlogged their experience of the Aber Falls Visitor Centre and Distillery, as well as local stores, landmarks and restaurants.

The outcome

The 8 whisky experts created several pieces of beautiful content, some focusing on just the whisky, but others making cocktails using the product. These influencers drive an awesome engagement rate of 10.8% across the campaign.

The high quality content was also repurposed by the Aber Falls team to share across socials and their websites. The YouTube content was very well received and generated over 44k views and hundreds of engagements.

Meet some of the influencers



@ed_tales

4k followers

4.5% Eng. %



@swedishwhiskygirl

16.1k followers

9.9% Eng. %



@graceadventures

21.5k followers

58.4% View %



@whisky_mitch

10k followers

2.2% Eng. %



@theworldofwhiskeyuk

38.8k followers

8.2% Eng. %

Sample posts



[Post URL](#)

@swedishwhiskygirl

Engagement: 265 (9.9%)

Reach: 2,535

Followers: 16.6k



[Post URL](#)

@graceadventures

Views: 16,190

Impressions: 131,000

Followers: 21.5k

Campaign highlights

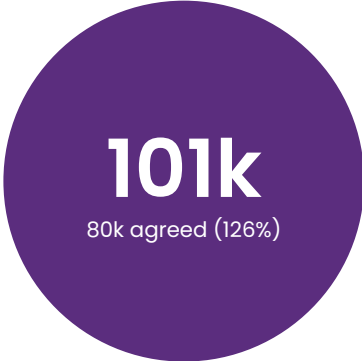
Influencers



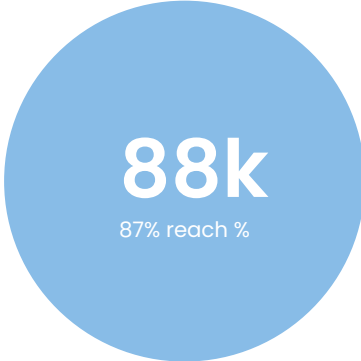
Content Pieces



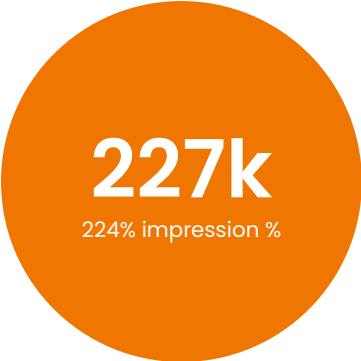
Combined Follower Count



Reach



Impressions



Engagements



YouTube View



Duration



* Industry standard engagement rate = 6%