



THE COLLAB CASE STUDIES

SOUTHERN COMFORT: THE SPIRIT OF BONGO'S BINGO

For the past 3 years, The Collab have acted as Southern Comfort's partnership agency and consultative 'guiding voice' within the often complex world of live events, music and entertainment. The goal was to "awaken the sleeping giant", the result? Our 'Spirit of Bongo's Bingo' Campaign was shortlisted for the Live Awards 2022 'Best Brand Partnership'.

The Challenge

- Explode Southern Comfort's association with 'Fun' in the UK
- Increase purchase consideration and product use within a younger generation
- Generate noise and awareness in key city 'Hubs' outside of London (North, NW)
- Celebrate SoCo's roots in New Orleans and help connect messages of inclusion, expression and community within UK

The Collab Approach

- Strike up a long term friendship with the UK's biggest, immersive party brand - Bongo's Bingo
- Create 'moments' across the year to bring to life key Nola celebrations and cultural relevance in the UK e.g. Mardi Gras, Pride, Freshers, Halloween
- Team up with other leading promoters and party brands like Sink the Pink, Cirque Du Soul
- Utilise Bongo's Bingo's nationwide student access and influencers, to create new drinking trends

The Results

- Southern Comfort's T.O.M awareness and consideration amongst their key demographic has increased every year for 3 years
- Over 100,000+ serves of SoCo have been sold at Bongo's Bingo events since 2021
- 5 New Northern Venues are trading SoCo products & Slushie Machines
- An On-Pack Ticket Campaign went live across 30,000 SoCo Bottles
- 27% Increase in SoCo Red / 47% Increase in SoCo Black sales
- 46% Increase in SoCo Slushies
- 155% Increase in SoCo Cocktails



**84% OF BONGO'S BINGO
ATTENDEES CHOOSE A
SOUTHERN COMFORT**



DRTY HARD SELTZER: FESTIVALS STRATEGY & INSIGHT

In 2022 we helped launch DRTY Hard Seltzer in a highly competitive market, using The Collab's networks & relationships with bar operators, festivals and venues to create a strategic roadmap to reach 100,000 can sales and activate 10 Events.

The Challenge

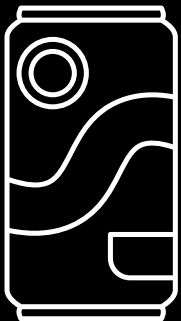
- Help launch, promote and distribute a new independent UK-based Hard Seltzer in a market dominated by 'the big guys'
- Educate an audience who are still learning what Hard Seltzers are
- Gain insight into who / where / why Seltzer sales are happening
- Secure Seltzer exclusivity ad listings on 10 Festivals with a 100,000 can sales target

The Collab Approach

- Undertake Market Research & Insights piece to determine right audience/demo/festival
- Pricing & GP analysis per can including optimum £RRP vs. Other products
- In depth supply chain considerations and conversations with all parties (RTM, Bar Operator, Promoter)
- Create an On-Trade Toolkit & POS
- Full Festivals & Events Plan map
- Pitching, negotiating & contracting pouring / listing / activation rights

The Results

- The Collab secured DRTY 10+ festivals and events in 2022
- 300,000 festival attendees accessed for the brand
- 85,000 cans sold with additional orders and future contracts secured
- Increased Seltzer sales by average 30-50% vs 2021 Events



**85,000 CANS OF DRTY WERE
SOLD WITH AN AVERAGE 40%
OF ATTENDEES BUYING A CAN**



EL DORADO FESTIVAL: BARS & COMMERCIAL PLANNING

In 2022 and 2023, The Collab have teamed up with El Dorado Festival to help transform their approach to Bar operation models, drinks offerings, Sponsorship deals and exploring other streams of income. The goal is to end the standard practice of suppliers and Festival pillars 'working in isolation' from each other - instead all working toward one shared profit target and vision for the customer experience on-site.

The Challenge

- To connect the dots between different commercial revenue streams and ensure all are complimenting each other e.g. Bars, Sponsors, Production, Merch, Water, RFID till systems
- To improve the profitability and GP of drinks sales on-site, whilst not compromising on quality of serve
- To ensure Sponsorship adds value to the Bars offering and also helps save on costs
- To identify errors and inefficiencies that are costing Festivals a significant amount of money

The Collab Approach

- In depth Pricing & GP analysis of all Products and Sponsor SKUs proposed to be poured
- Involvement in the overall Festival and Bars P&L and understanding the influence of Sponsorship deals on all sections
- Supply chain considerations and conversations with all parties (RTM, Bar Operator, Suppliers)
- Taking Accountability for the Sponsors Budget and Bars Budget concurrently, to ensure they compliment each other
- Transparency between Bar Operator and The Collab at all times

The Results

- The Collab negotiated price files and retros to achieve a 76% GP margin
- The Collab helped reconcile the 2022 Bars Budgets identifying errors and inefficiencies with Stock counts, which would have cost up to £30,000
- Watch this Space for 2023!
- New target is to increase Bar Profits to 45% and SPH to £85 per person



**INCREASE BAR PROFITS
FROM 25% TO 45%**

**INCREASE SPH FROM
£72 TO £85**



TESTIMONIALS

"The Collab have transformed our approach to working with festivals and designed a bespoke 3 year plan to help us do this. Ricky and Michael came up with a target list of shows which they were quickly able to broker partnership deals for ahead of other brands, in an extremely competitive drinks category. They were able to advise on volume opportunities, brand activation and have managed to balance this with our own commercial targets. If you need an agency to help you navigate the sometimes murky world of brand partnerships in the festivals space, there isn't a better team. The Collab know the festival game inside out, are great to fun to work with and do what they say they will do!"

Oli Clements, DRTY Hard Seltzer

"The Collab have been trusted partners of ours now for 3+ years. We love working with Ricky, Michael and their wonderful team, as such they have become a welcome extension to our own team. Their fingers are on the pulse, their ideas challenge our thinking and their connections are plentiful; allowing Southern Comfort to tap into culturally relevant moments and curate experiences that cut-through with consumers. The Collab take the time to understand our brand and objectives, smashing KPIs and delivering YOY brand growth. The best thing about The Collab? They know how to have a good time! Cheers to that..."

Alice Small, Southern Comfort

"Over the past 2 years, The Collab have become an instrumental part of the El Dorado Festival Team and in fact our budgeting & reconciliation processes. Their experience across the different supply chains and ecosystems that make up the Event world, particularly the intersection of Bars & Sponsorship, plus their attention to detail when it comes to 'the numbers', has meant we have not only been able to identify some key errors and inefficiencies, but we are now forming a new way of working across all teams, to share transparent budgets, create higher profit margins and improve revenue streams"

Kate Osler, El Dorado Festival





PLEASE GET IN TOUCH

partnerships@the-collab.co.uk

