Partnerships

PROOF



There's nothing a little Tack Daniel's can't fix

ABOUT PROOF SYRUP

Proof Old Fashioned Cocktail Syrup was created in Decatur, GA by bartenders who wanted their guests to enjoy a high quality cocktail experience at home.

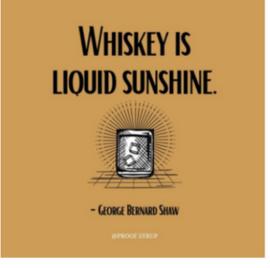
THE ASK

To increase Proof's footprint and authority in the cocktail space, by driving follower growth on Instagram and unique partnerships with relevant brands and influencers — all while maintaining a high standard of content and luxury feel of the product.









THE RESULT

Townhouse increased follower growth on Instagram by over 480% in seven months, with MoM growth rates



averaging 105%. We've managed successful partnerships with global wine and spirits behemoth Jack Daniel's; launched Proof's footprint in the podcast space by securing advertisements with the award-winning Bartender At Large podcast; and engaged social influencers with a collective reach of over 100K on Instagram and 653.7K on TikTok. We focused on high-quality photoshoots and originally designed graphics to elevate Proof's brand image across social media platforms.



we've worked with.













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ARTFULLY WALLS































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