

*Partnerships*

**PROOF**

**OLD FASHIONED COCKTAIL SYRUP**

*There's nothing a little Jack 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... *Ingrid & Isabel.*



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PROOF  
OLD FASHIONED COCKTAIL SYRUP



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PAUSE  
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THANK YOU!

