

## Case Study: Country Music & Craft Beer to a new note

Nietzsche once said: "Without music, life would be a mistake"

At FanDistro we could not agree more. Take a peek at how our technology harvested the power of music to lift a craft brewery to a higher note.



### BAYOU TECHE

Bayou Teche was founded on this simple dream - to craft beers that compliment the cuisine and lifestyle of cajuns and creoles



### LOST BAYOU RAMBLERS

Lost Bayou Ramblers is a grammy-nominated Cajun music band from Broussard, Louisiana, Arnaudville, Louisiana and New Orleans, Louisiana.

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## FANDISTRO CAMPAIGN

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### LEVERAGE TARGETED DEMOGRAPHIC

FanDistro's technology allowed Bayou Teche to target 21 and older male consumers located in the south eastern United States in a non-spammy way. FanDistro partners brands with artists that share cultural values - who doesn't love a cold beer...

### HIGH RETURN ON INVESTMENT

Thanks to the Distro Effect of fans sharing within their networks - The brewery netted an impressive return on investment of **80%** in terms of media value. That's twice the media value/\$ offered by Google or Facebook ads.

### ARTIST-GENERATED EXPERIENCES AROUND BRAND

The band offered experiences revolving around the Bayou Teche brewery such as a branded beer opener, a Bayou Teche teeshirt and a cold ice beer with the band at the next show



# A quick view of how it works

**Lost Bayou Ramblers**  
5 August 2014 · Edited ·

Want a cool Fiddle bar blade from Bayou Teche Brewing? See how you can get one here...

<https://fandistro.com/artist/lostbayouramblers-mammoth/>



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1 share

**Danielle Dubrule Michot** Ohh I love it!  
5 August 2014 at 16:29 · Like

**Danielle Dubrule Michot** How can I get it please ??  
5 August 2014 at 16:34 · Like · 1

**Shane Slim Hebert** Clint Ward  
5 August 2014 at 17:10 · Like

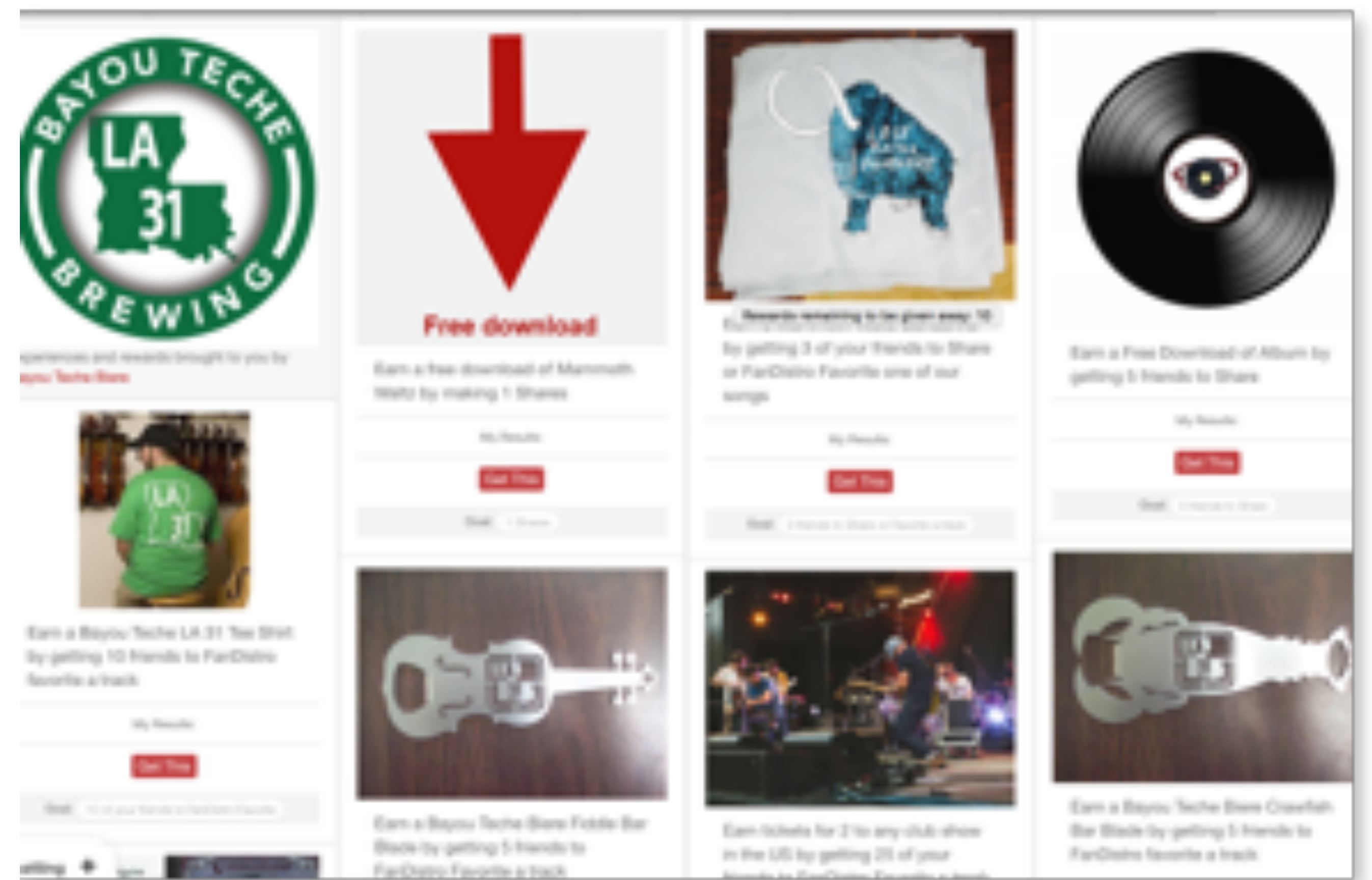
**Chuck Boudreaux** Cool!  
5 August 2014 at 19:22 · Like

## Amplify Your Brands Conversation

Music brings people together.

Musicians have the power to lift, shape and influence conversations.

By creating a direct call-to-action through social media whilst providing incentives-to-share in the forms of artist experiences - FanDistro brings influencer marketing, music partnerships, and crowdsourced promotion to a new chapter.



## HAPPY FANS

At FanDistro, we are all musicians and deeply passionate about music.

That is why the heart of FanDistro resides in artist-generated experiences and rewards.

Who wouldn't like to earn a Skype chat from their favourite band by promoting their next record...

## Why FanDistro?

- **We have +4000 artist on our ever-expanding roster with access to almost any other artist out there**
- **All sizes and genres of artists are available**
- **Able to partner with multiple artists at once**
- **We accommodate campaigns of every budget (\$1K-1M)**

## Questions ?

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SOCIAL CAMPAIGN. AMPLIFIED WITH MUSIC