

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.

FANDISTRO CAMPAIGN

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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Michael Penfield and 111 others like this.

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

Danielle Dubrule Michot How can I get it please ??
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Shane Slim Hebert Clint Ward
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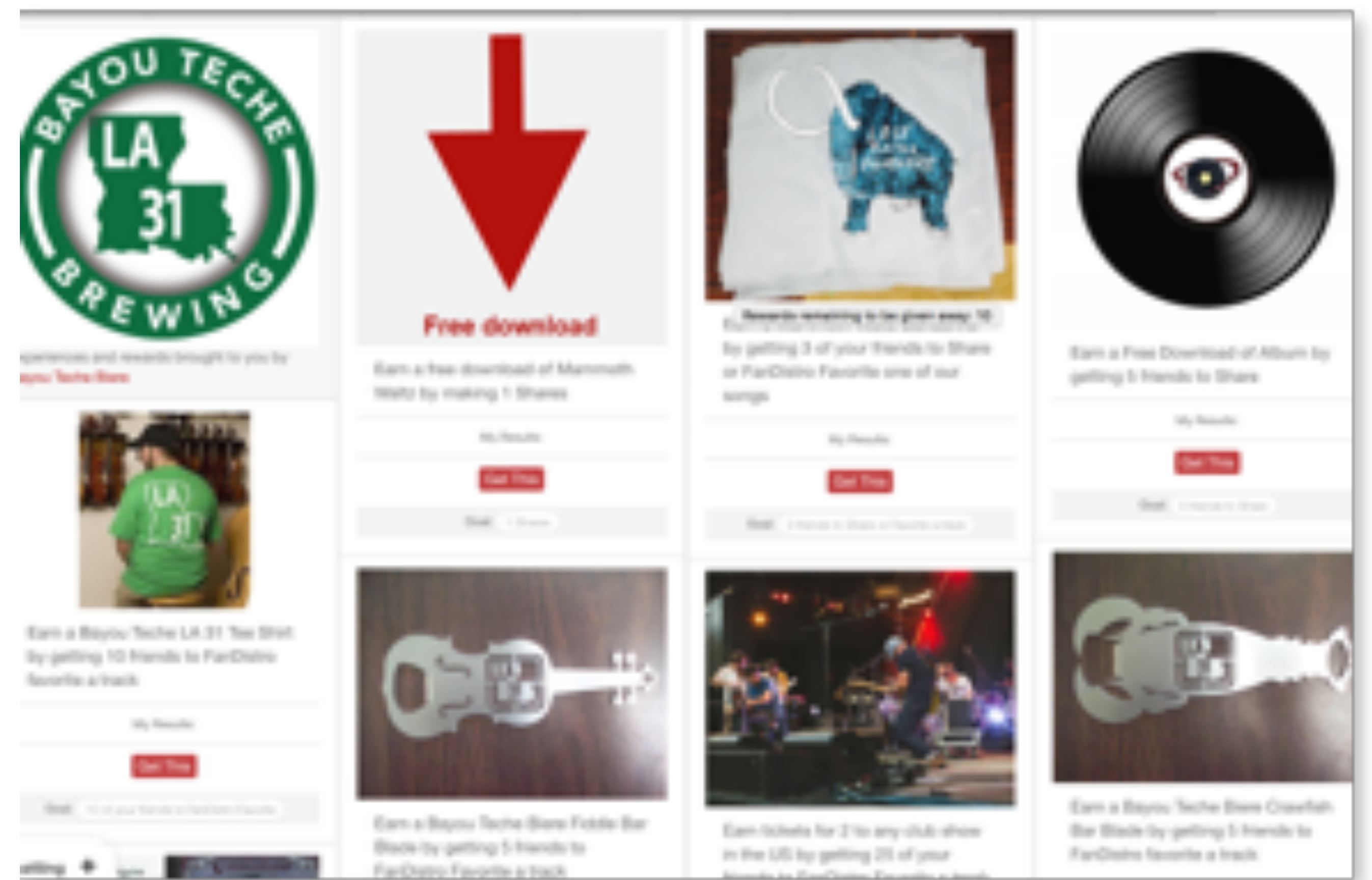
Chuck Boudreaux Cool!
5 August 2014 at 19:22 · Like

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

