

The Chambord Sessions: Trade Influencer Education

While Chambord, a raspberry liqueur from France, has good distribution, there is little knowledge among bartenders of its point of difference. Through relationship building and the creation of brand education experiences, Chambord and Ammo's objective in 2007-8 was to win support from Trade Influencers in 10 U.S. cities, before consumer marketing activity begins in 2009.

Chambord Brand Ambassadors were hired and trained on the brand's story and unique value. Trade Influencers were invited to a Chambord Session, a facilitated educational experience, where they could experiment hands-on in a luxury environment to discover and prove the brand's versatility as a cocktail ingredient. The goal was to leave them inspired to endorse Chambord to peers and customers.

Results:

2,091 Trade Influencers were reached by the program.

A Mystery Shopper program tracked bartenders' willingness to recommend Chambord. Across three waves of activity there was evidence of greater recommendation (+20 pts to 69%), more knowledge of the versatility and quality story (+22 pts to 66%).

328 new signature drink listings were gained in key luxury-oriented outlets, and 29 new distribution points were claimed.

During our 10-market Phase 1 execution, sales volume in accounts covered by the program increased by 14%.

By Phase 2, in 5 key markets, average volume in tracked accounts was up by 34%, while certain markets showed gains of 25%-50% over year-on-year numbers.

From our client, Mike Tong, the Americas brand manager for Chambord: "A lot of [our competitors] that are going to the trade are speaking to them in a rushed and infrequent manner. Our program took those individuals and put them in a comfortable setting that was conducive to engaging them. You have to speak their language and you have to lead them through the door in a manner they want to go."

Case Study Library



Client: Brown-Forman

Agency: Ammo Marketing

Budget: Undisclosed

Date of Campaign: April 2007-February 2008

Case Study URL: <http://www.ammomarketing.com/thework/thesuccesses-chambord.html>