

# SUPPORTING BUSINESS AMBITIONS AT DECK CHAIR GIN



A small-batch coastal gin distiller and producer based in Brixham, Deck Chair Gin approached Treat to improve their social media presence and online sales.

## AT A GLANCE

### Challenges

- increase online following in a creative way whilst leveraging existing assets
- Install Facebook Pixel to create retargeting ads
- Encourage online purchases with a Buy Now campaign during the Christmas shopping season.

### Benefits

- Increased followers by 10% month-on-month for 6 months
- Increased engagement by 30%
- Improved online sales despite recession fears and postal strikes in 2022
- Saved money and effort on the campaign by repurposing content

## OBJECTIVES

Deck Chair Gin Distillers, a small-batch gin distillery situated in the picturesque coastal town of Brixham Devon, wanted to increase their following and engagement on social media, with the aim to boost their online sales.

## THE APPROACH

They partnered with digital marketing agency, Treat, to help develop their brand identity with a new strapline, "The UK's Award-Winning Coastal Gin". This highlights their incredible achievements competing as distillers at a global level, whilst underpinning their coastal roots.

## SOCIAL MEDIA

The first step was to create a new immersive Facebook video advertisement that leveraged this new mobile-friendly format and draw viewers in to communicate the craftsmanship behind each bottle with screen-filling sound and visuals. Our second campaign invited viewers to follow Deck Chair Gin to learn more about the different types of gin and to receive special offers. The final step was to reach out to our new engaged following to encourage purchase of Deck Chair Gin - to give the gift of "winter sun" during the Christmas shopping season. This economically savvy campaign repurposed existing video, and retargeted interested consumers using the Meta Pixel. The campaign stressed the award-winning position, and invited viewers to "Buy Now".

## OUTCOMES

Through these efforts, Deck Chair experienced a surge in brand awareness leading up to the Christmas season – exactly what they needed. Combining powerful visual storytelling with targeted ads and compelling content enabled them to grow their reach and drive more shoppers to purchase products from their site. Ultimately, Deck Chair Gin Distillers was able to promote themselves successfully online during the holiday season – proof that our strategic digital marketing campaigns deliver results.

"The ads look great! We're really pleased with them. My phone keeps pinging with all the new Facebook likes and follows so it's obviously having a good effect. The photos are great - vibrant and summery. Thanks for all your hard work"

**Matt Collins & Andy Penrose**  
Owners, Deck Chair Gin

