



# WHAT'S WORKING



Big account wins



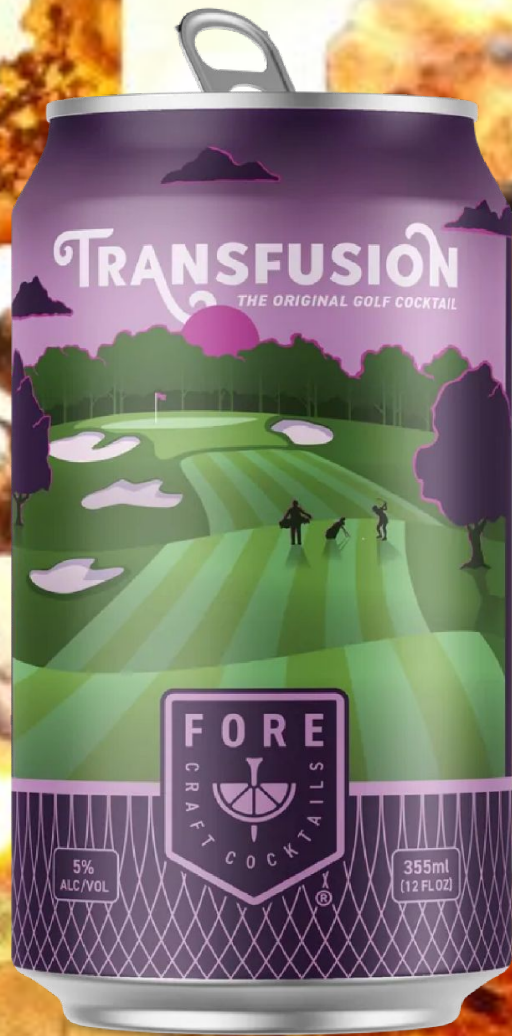
Huge distribution growth



Playing in a winning category

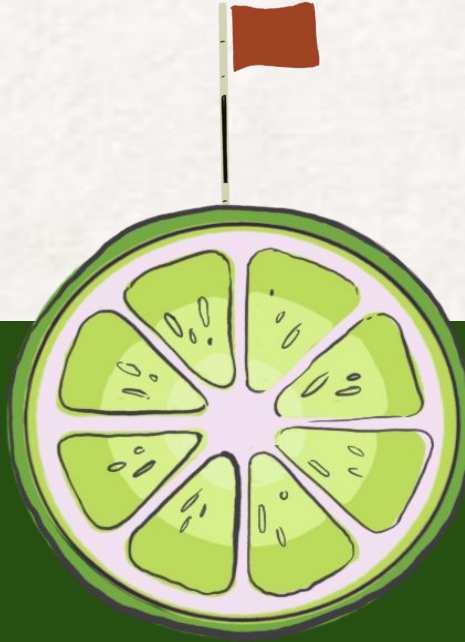


Can design





# THE ORIGINAL GOLF COCKTAIL





# GROWTH BARRIER



The Transfusion is a golf drink

# GROWTH BARRIER

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The Transfusion is a golf drink  
...so only golfers know about it.







Fore Craft will be the brand that  
introduces consumers to the  
Transfusion.



“I just love being out on the course, **enjoying the sounds and views**. A couple nice cold beers, some of the devil’s lettuce, maybe some Miles Davis on a soft speaker.”



“I like the fresh air. It’s relaxing. I can enjoy a **cigar, a beer, and good times** with friends.”

“It’s **the social aspect** of the game that keeps bringing me back. My score is irrelevant. I find that the guys I play with don’t always remember to add it up at the end of 18. We’re in too much of a hurry to get to the 19th hole and **have a cold beer.**”

# GOLFERS

1. Socializing
2. Being outside
3. Drinking
4. Play golf



## **GOLFERS**

1. Socializing
2. Being outside
3. Drinking
4. Play golf

## **GOLF MINDED PEOPLE**

1. Socializing
2. Being outside
3. Drinking
4. Don't play golf

It doesn't take much to be a golfer.  
Just be terrible at something.  
And drink to enjoy it.

**Everybody is a golfer.**



Be sũbpar.

# MINIFESTO

When you stop to take the fresh air in, clear the dome, and really mull it over...

We all are just godawful at so, so many things. Beyond terrible.

Well below par.

But hang on. Don't fret. All we have to do is be golfers. Because below the average in golf?

That's one hell of a day on the links.



Be subpar.



A golfer in a dark shirt and pants is captured in the middle of a golf swing on a lush green field. The golfer is positioned behind a sand trap, and a large splash of sand is visible in the air, indicating the point of contact with the ball. The text "OUT OF HOME" is overlaid in the center of the image in a bold, green, sans-serif font. The background is a soft-focus green lawn, and the foreground shows the edge of the sand trap.

**OUT OF HOME**



COFFEE

Left your mic on.  
Then called your  
boss a racist.



Hole in one.



Be sūbpar.

COFFEE

Why leave  
a note on the car.  
When you already  
left a scuff?



Beautiful approach.



Be subpar.



COFFEE

Weren't sure  
how to do  
do your taxes.  
So you just didn't.

That's a birdie.



Be subpar.



Left your mic on.  
Then called your  
boss a racist.



Hole in one.



Be sūbpar.



Be sūbpar.

Weren't sure  
how to do  
do your taxes.  
So you just didn't.

That's a birdie.



Be sūbpar.



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birdie.  
bpar.



Be sūbpar.

Why leave  
a note on the car.  
When you already  
left a scuff?



Beautiful approach.



Be sūbpar.



Be sūb

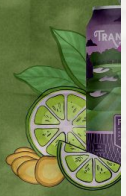
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Hole in one.



Be sūbpar.



Be s



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Weren't sure  
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So you just didn't.



That's a birdie.



Be sūbpar.



Be sūbpar.

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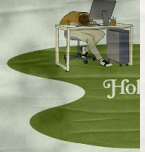


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Be sūbpa

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Left your  
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Then called  
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Why leave  
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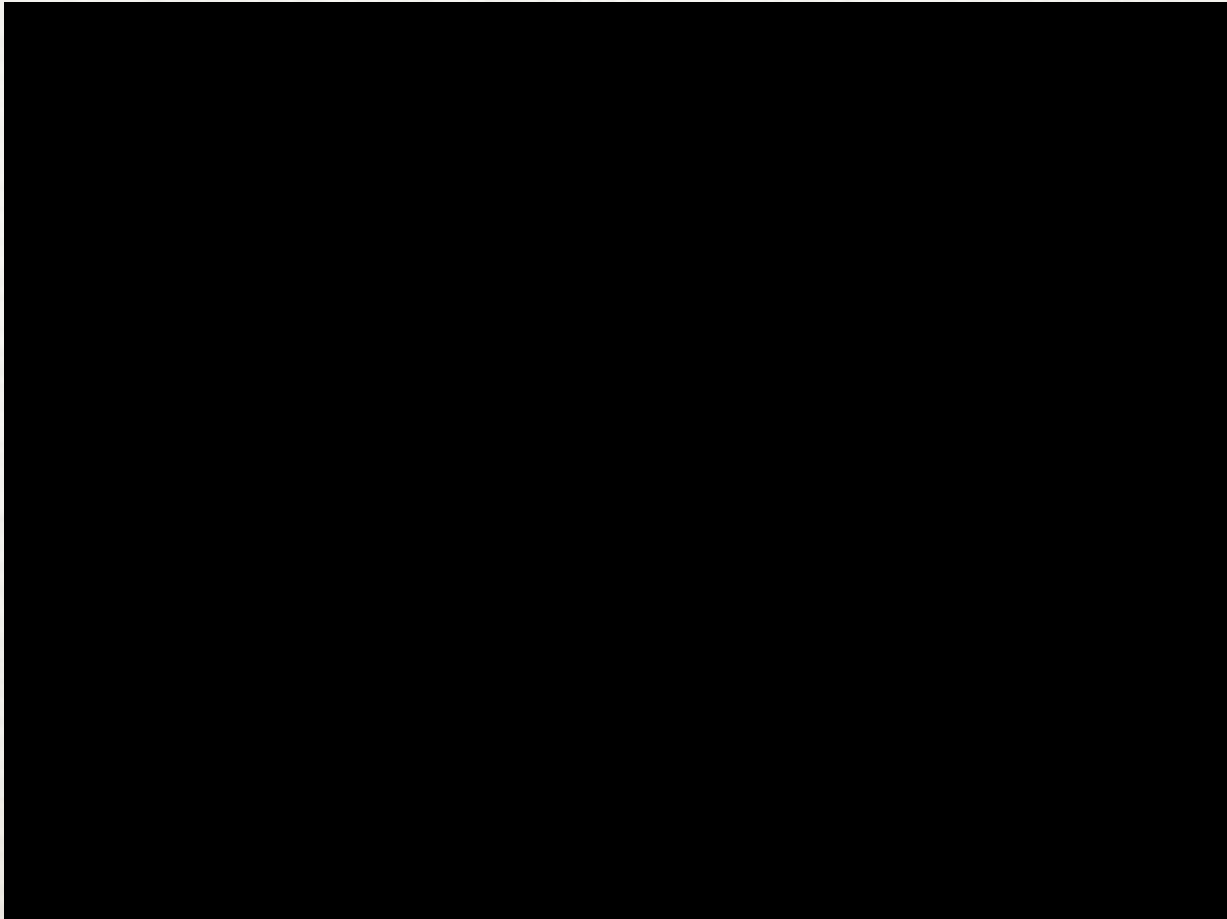
When you  
already left  
a scuff?

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Bea









**Erica** @EricaFarzad · Dec 18, 2022

Thank god for nighttime when you can stop feeling bad about not doing things and pretend that tomorrow you will do things.

44 73 102



**FORE Craft Cocktails** @forecraftcocktails · Dec 18, 2022

If you didn't do anything, you have nothing to feel bad about. [#SubparResponses](#)

35 1.5K 3.5K



**Anthony** @xforcades4 · Nov 3, 2022

Why are mirror me and camera me two different people?? Like am I ugly or not, make up your mind.

22 3 249



**FORE Craft Cocktails** @forecraftcocktails · Nov 3, 2022

Thankfully, we're all ugly to somebody. [#SubparResponses](#)

2.2K 2.5K 87.7K



**Steve** @Steve\_G\_Lover · Dec 9, 2022

If I see the word "gaslight" one more time, I might get off the internet forever.

39 27 952



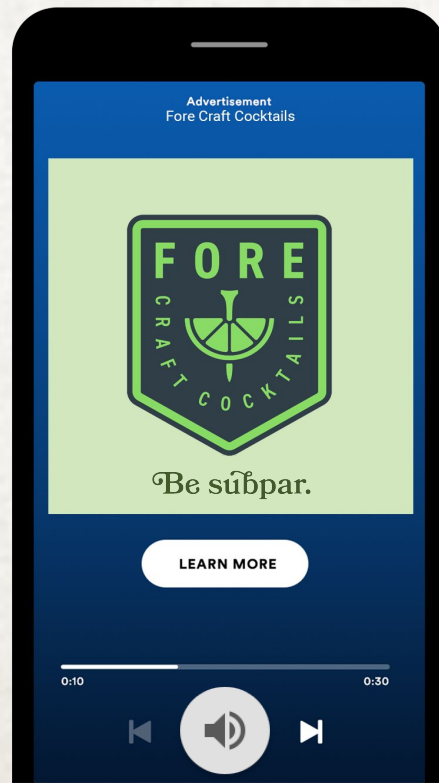
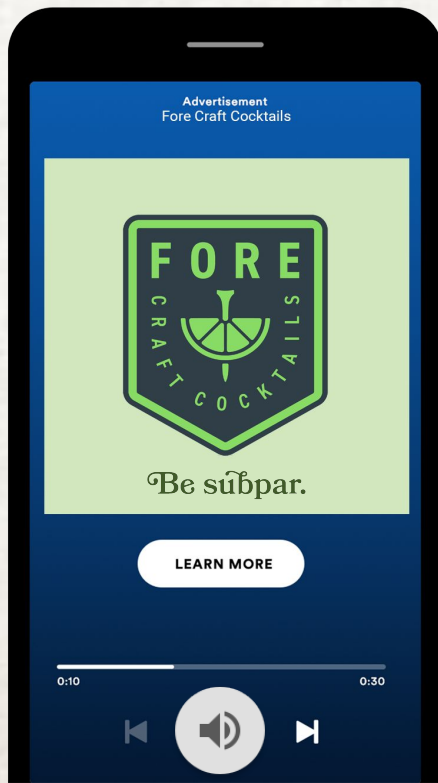
**FORE Craft Cocktails** @forecraftcocktails · Dec 9, 2022

Gaslight. [#SubparResponses](#)

44 251 4.5K



# RADIO/SPOTIFY



A row of approximately 20 silver metal shopping carts is parked against a white brick wall. The carts are arranged in a neat line, with their red handles visible at the top. The wheels are on the floor, and the carts are empty. The text "OFF-PREMISE" is overlaid in the center of the image in a bold, green, sans-serif font.

**OFF-PREMISE**



# Kroger®

Tasting  
Scorecard Activation  
Golf Green  
Poster Backdrop



# SCORECARD ACTIVATION



## How Subpar Are You?

SCORECARD

HOLE	<i>Check the box if you have done or agree with the following</i>	✓
1	TOOK MY DOG ON A WALK KNOWING I DIDN'T HAVE A POOP BAG.	
2	COMMITTED TO MY RELATIONSHIP, AND MY TINDER ACCOUNT.	
3	KNEW THE MILK WAS BAD, BUT PUT IT BACK IN THE FRIDGE.	
4	HACKED MY PARTNER'S SOCIAL MEDIA, JUST FOR FUNZIES.	
5	SPEAKER PHONE CONVERSATIONS IN PUBLIC AREN'T ILLEGAL.	
6	THE 25MPH IN A SCHOOL ZONE IS JUST A SUGGESTION.	
7	SOMETIMES I FORGET "THANK YOU" EXISTS.	
8	DEODORANT ISN'T A DAILY THING.	
9	DJs ARE COOL.	
<b>RESULTS</b>	<b>1-5</b> YOU MAY BE SUBPAR BUT YOU'RE TRYING YOUR BEST. YOU DESERVE A 4 PACK OF FORE CRAFT COCKTAIL TRANSFUSIONS.	<b>TOTAL SCORE</b> 1 POINT PER CHECK
	<b>6-9</b> YOU ARE TRULY SUBPAR. TO FIX YOUR KARMA, BUY A 4 PACK OF FORE CRAFT COCKTAIL TRANSFUSIONS AND GIFT IT TO A FRIEND.	

### Rules of Play

If you've done or agree with the statement, check the box.

Add up your number of checks for your subpar score.

Yeah, that's... that's about it.



**TOPGOLF**





# TOPGOLF VIRTUAL SUBPAR SCORECARD

**TOTAL  
SCORE**

**-9**

**You are  
truly subpar.**

To fix your karma, buy a  
Transfusion for one of  
your fellow golfers.

SUBPAR SCORECARD UPDATE  
**MOST SUBPAR**  
ELI REECE



Have a Transfusion on us.  
You've earned it.



Vodka • Lime • Grape • Ginger



**"WHAT'S MY CASE WORTH?"**  
TRONEELED WEST & DURRETT  
**804-CALL-JAY**





The fancy name  
for it is Transfusion.  
The subpar name  
is grape Moscow mule.



NOW AVAILABLE AT TOPGOLF



# Finding the Transfusion at Topgolf

**Drinks**

**Seasonal Features**

**TOPGOLF MARG**  
Lunazul Blanco Tequila, Cointreau, lime  
9.25 / 250 CAL.  
\*2 UPGRADE: TEREMANA REPOSADO (270 CAL.)  
\*3 UPGRADE: PATRÓN SILVER (270 CAL.)  
\*4 UPGRADE: CODIGO 1930 MEZCAL (270 CAL.)

**BOOZY CHERRY LIMEADE GOLFBAG**  
Deep Eddy Lime Vodka, grandine, Sprite, cherry, lime  
19 / 430 CAL.  
FOR PARTIES OF TWO OR MORE, SERVED IN A TAKE-HOME MUG

**BLACKBERRY SMASH**  
Jameson Irish Whiskey, Old Smoky Blackberry Moonshine, blackberry puree, citrus sour, mint, soda  
11.50 / 200 CAL.

**Non-Alcoholic**

**CHERRY LIME SPARKLER**  
Lime, grandine, Sprite, cherry  
5.25 / 220 CAL.

**COCONUT COLD BREW**  
5.75 / 300 CAL.

**NEW BELGIUM FAT TIRE**  
6 / 21,000 160 / 610 CAL.

**RED BLEND, INTERCEPT BY CHARLES WOODSON**  
14 / 20 / 60 186-786 CAL.

**Local Beers Richmond**

**Draft Beer**

**BOLD ROCK SEASONAL**  
6.50 / 23 (187/804 CAL.)  
Top Rock Beer Co.

**VIENNA LAGER**  
6 / 21 (156/652 CAL.)  
Smithwick

**SINGEL**  
6.50 / 23 (236/826 CAL.)  
Harwood

**TROPICATION**  
7 / 23 (219/942 CAL.)  
Harwood

**YUENGLING TRADITIONAL LAGER**  
5 / 16.50 (128/454 CAL.)  
Youngling Brewery

**BOTTLES & CANS**

**BUENAWEZA SALT & LIME**  
6 (113 CAL.)  
Stone Brewing

**SLIGHTLY MIGHTY**  
6 (115 CAL.)  
Topgolf Brand

**FORE CRAFT COCKTAIL TRANSFUSION**  
8.50 (164 CAL.)  
Fore Craft Cocktails

-Only found on  
digital menu

-Hard to find

-Staff unaware of  
the product

# AT THE BAR





# IN THE BATHROOM

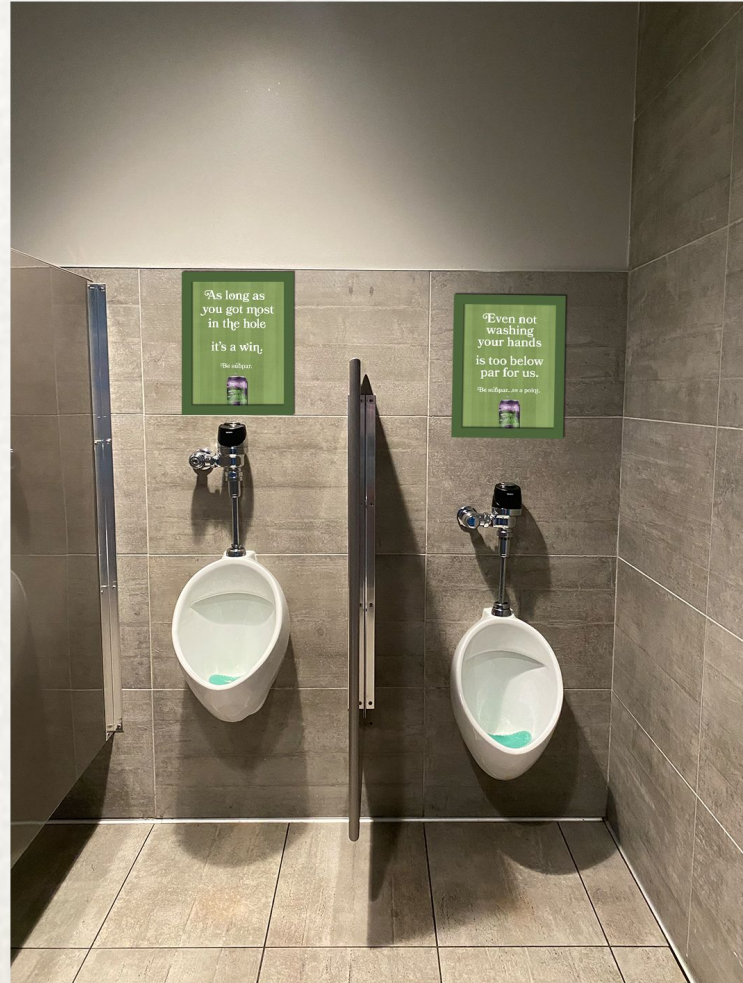
Even not  
washing  
your hands  
is too below  
par for us.

Be sūbpar...to a point.



As long as  
you got most  
in the hole  
it's a win.

Be sūbpar.



Left your mic on.

Then called your  
boss a racist.



Hole in one.

Be subpar.







TRANSFUSION  
THE ORIGINAL GOLF COCKTAIL

FORE  
CRAFT COCKTAILS





A photograph of a man and a woman in a golf cart on a golf course. The man is driving, wearing a white polo shirt and a dark cap. The woman is in the passenger seat, wearing a light blue polo shirt and a light-colored cap. The cart is filled with golf clubs and a bag. The background is a lush green golf course. The text "LOOKING AHEAD" is overlaid in the center in a bold, dark green font.

**LOOKING AHEAD**



# Want To Try A Fore Craft Cocktail For Free?

Just Tell Your Caddie How Subpar You've Been.



*By Joe Nalist*

Richmond based Fore Craft Cocktails is giving out free cans of their Transfusion, a vodka, lime, grape, and ginger cocktail, at Topgolf. But in order to get your hands on one, you must tell the Fore Craft Caddie, a.k.a The Fat Perez, how subpar you've been lately.

Missed a deadline?

Lost your phone?

Forgot to pick up your kids?

Yeah, you could use a free drink.

# TRANSFUSIONS MEET TRANSFUSIONS



Increase awareness of  
**the Transfusion**

Ingredient forward print

In-store tasting experience





# 2

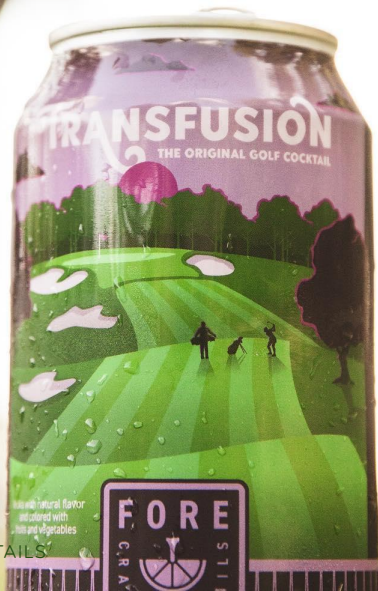
“Everyone is a golfer” mindset  
to capture larger audience

“Be Subpar” campaign

Topgolf takeover

Humorous, memorable tone

An evergreen  
campaign focused  
on sustainable,  
adaptable, long  
term growth.





# SUBPAR SQUAD

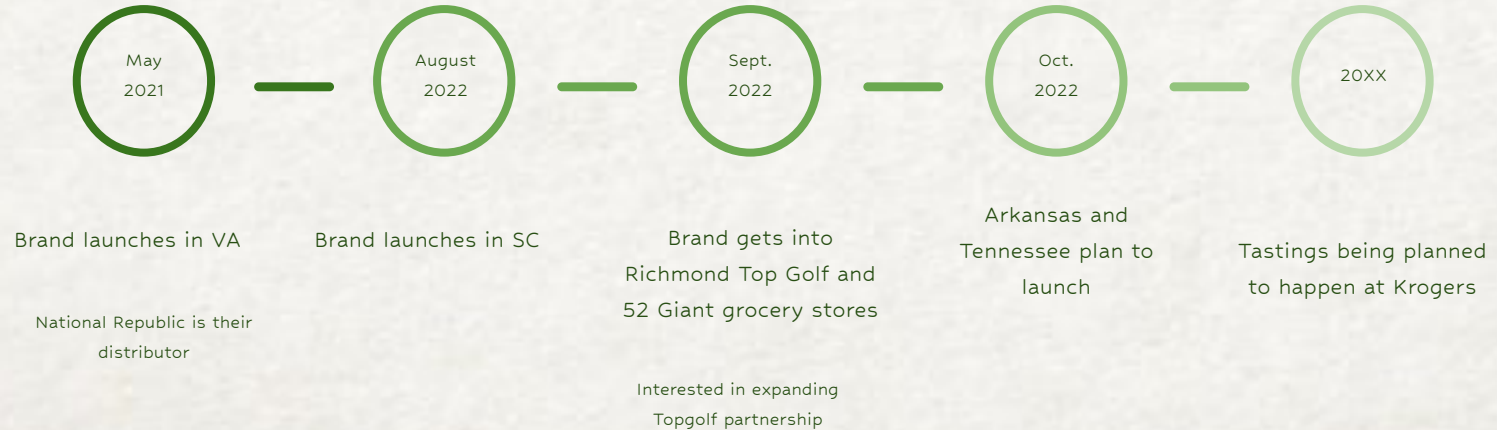


**Be sũbpar.**



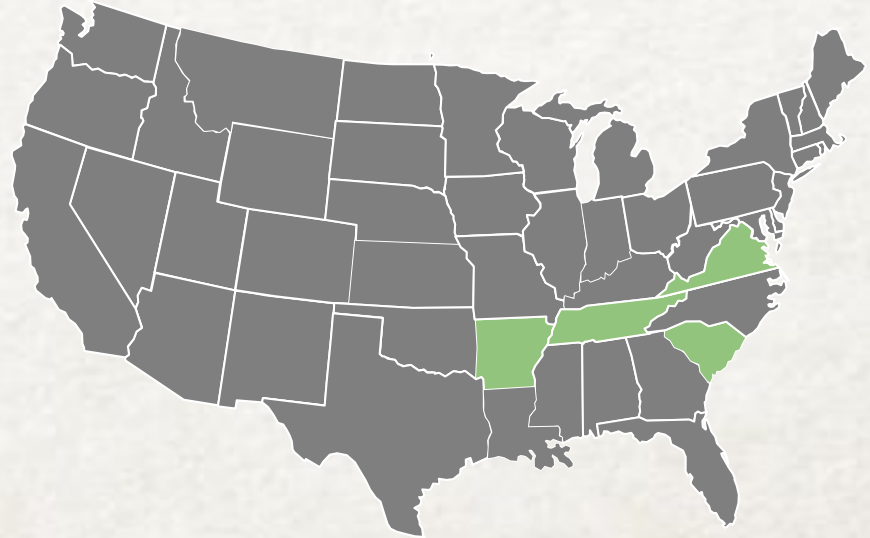
# Appendix

# CURRENT DISTRIBUTION



# MEDIA PLACEMENTS

- Audio Ads
- Podcasts
- Out of Home
- Top Golf
- Golf Bars
- Car Activations
- Social





# MEDIA PLACEMENTS - Locations

- Just like Topgolf their is a big explosion of golf/mini golf bars and restaurants
- Tennessee
  - Puttshack
  - Bar Golf Crawl (This is a bar crawl where you also play golf)
- Virginia
  - Hotel Green
  - River District Golf & Social
  - Revolution Golf & Grille
  - Drive Shack
- DC Area
  - Swingers
  - Five Iron Golf
  - Puttery
  - The Perch
  - City Swing
- South Carolina
  - Puttery
  - X-GOLF

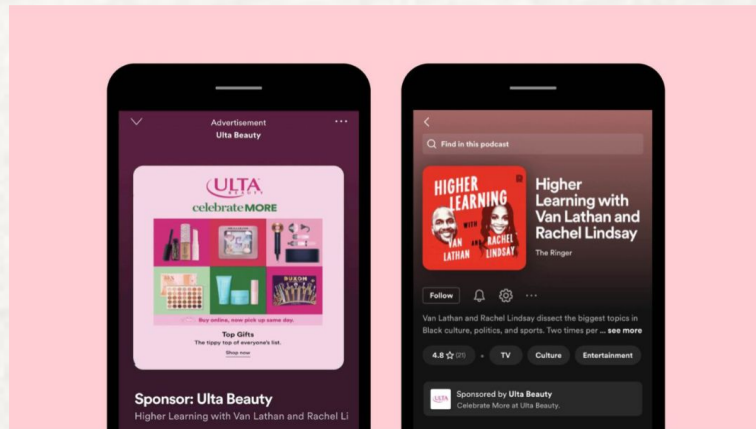


# MEDIA PLACEMENTS - RADIO

## South Carolina



## Virginia



## Podcasts (product ships 42 states)

- No Laying Up - "A fresh, funny discussion of all things golf"
- The Fried Egg Podcast - "A deeper level of golf: conversations and stories about golf course design, professional golf, and more from the team behind TheFriedEgg.com"
- The GIST of It - women-hosted "what's new in sports with an emphasis on the intersection with pop culture and social issues"