



POSIT
IVELY
Charged

VOL 4: CAUSE A SUSTAINABLE STIR
AUGUST 2020

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CAUSE A SUSTAINABLE STIR!

BECAUSE MAKING AN IMPACT ON PEOPLE DOESN'T HAVE TO HURT THE PLANET

“The secret of change is to focus all of your energy not on fighting the old, but on building the new.”- Socrates

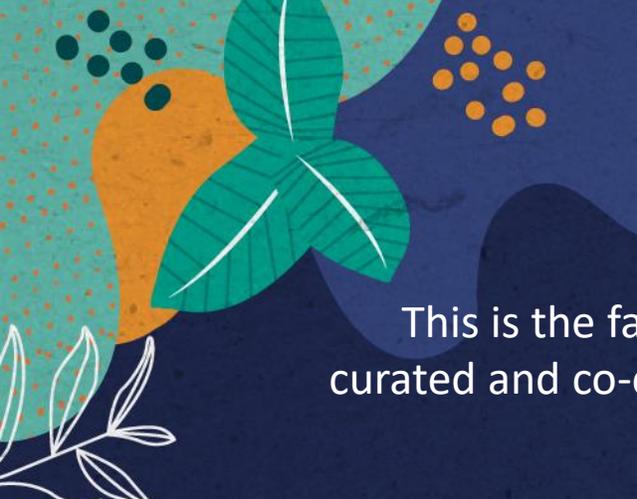
Why right now is the right time to reimagine events, ambassadors, and experiential marketing for a post-pandemic world

Hey, remember when bar shows and cocktail competitions happened IRL? An ever-growing itinerary of flights, builds, seminars, and parties demanded attendance and attention year-round. Designed to entice, excite and inspire attendees, they often produced horrific amounts of waste. Though many events attempted to reduce their footprint in recent years, the global impact was still immense.

Now, eye-popping events, country-hopping pop-ups and tightly packed convention centers have given way to cocktail deliveries, Zoom marathons, and in-home tasting kits. And yet, more than ever, people crave human connection, and the hospitality industry thrives on it. The question is, can we seize this opportunity to redefine the brand experience and reset audience expectations beyond the current crisis?



We've gathered a panel that represents widely different perspectives on the future of brand activation, but they all share a vision that builds up our industry without breaking down our environment. Their insights can help us better understand how we can cause a sustainable stir and bring our brands to life in this new age of distanced engagement.



This is the fabulous fourth instalment of Positively Charged, a series offering bite size chunks of curated and co-created wisdom with a single aim - to light up the sustainability conversation in the drinks industry using a balanced blend of expertise, creativity, and positivity.

Volume 4 CAUSE A SUSTAIBABLE STIR! centers on the labor-intensive, carbon-abusive calendar of events, pop-ups, and global activations that became the norm in the drinks industry pre-pandemic.

How can brands and businesses continue to make that personal and powerful impact, whilst lessening their impact on the environment? Our panel of experts from all corners of the industry and beyond share their views and discuss the viable evolution of brand experience in a rapidly changing world.

In case you missed them, you can still download [Volume 1 RISE UP!](#), [Volume 2 BEE THE CHANGE!](#) and [Volume 3 THINK BEYOND THE BOX!](#) featuring environmentally positive innovators who inspire fundamental change in businesses and individuals.



SO WHAT CAN WE DO, RIGHT HERE, RIGHT NOW?

Doing our part to lessen our impact on the planet

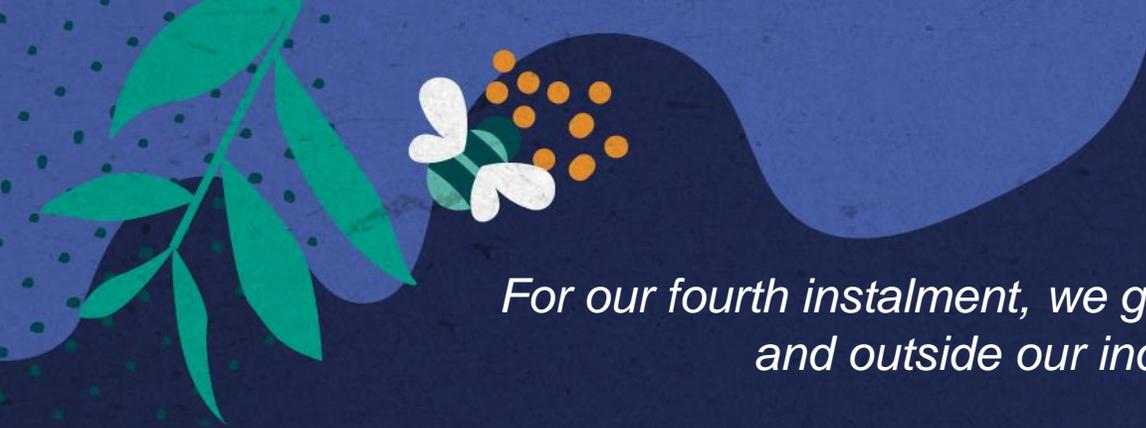
During times of crisis, it can be even more challenging to keep an eye on the big picture - to think about our actions, to lead by example, and, above all, to be(e) positive. Sometimes it's all we can do to keep putting one foot in front of the other, and that's ok too.

In Avallen's Zoom boardroom, we came up with an idea - a way to generate the kind of inspiration that charges our batteries (sustainably) and stretches our brains (considerably).

We wanted to create a free resource for our community, taking a long look into a brighter future whilst we are housebound in the present and, perhaps, feeling a bit lost.

To that end, we convened another enthusiastic expert panel, handpicked for this month's theme:
Cause a Sustainable Stir!

We are, as always, excited to activate their expertise for the benefit our wider community.



For our fourth instalment, we gathered a bright bevy of brand activation experts, from inside and outside our industry, to talk about how brands can find new opportunities to ‘Cause a Sustainable Stir’ in a rapidly changing world.

In the current experience-driven economy, brands are trying harder than ever to stand out through engaging and exciting immersive experiences under incredibly challenging conditions.

From purpose-driven events, to next-gen advocacy, to cutting edge technology, these panelists are driving change from all angles – influencing and empowering others to find creative solutions that are as planet-positive as they are practical and profitable.

In each section, we distilled key insights from their talks that (we hope) will ignite productive discussions about sustainable activations and the things we can do to be part of the solution.

[You can view the panel discussion in its delectable entirety here.](#)

KEY SPEAKERS

JACOB BRIARS

Director of Advocacy, Bacardi

ARA CARVALLO

Co-founder, Barra Mexico

JENNA BA

Global Brand Ambassador, Diageo

ALEX BOOK

Chief Strategy Officer, Arcade Ltd

MODERATOR

STEPHANIE JORDAN

Co-Founder & ‘Queen Bee’ of Avallen Spirits



REFINING AND REFRAMING, BUT NOT REPLACING EVEN AS EVENTS EVOLVE, HUMAN CONNECTION IS STILL PARAMOUNT.

Collected insights from Jacob Briars

The challenges faced by brands trying to make an impact in an increasingly crowded marketplace didn't start with coronavirus. Jacob gave us a bat's eye view of the global activation landscape.

Over the years, brand activations, events and competitions have become increasingly elaborate, elevating expectations and feeding a global, growing appetite for novel experiences. COVID19 forced marketers and event organisers to rethink their approaches and adapt to a rapidly changing market landscape, leading to a turbo-charged period of trial and error and some surprise success stories that can help brands and businesses reduce their environmental impact globally.

Online masterclasses 2.0 – Large and small brands have significantly upped their game, developing digital-first presentation techniques, delivering tasting kits, and enlisting top experts to drive attendance and earned media.

In-home 'pop ups' – Thanks to changing local regulations and support from global brands, bars around the world have been able to remotely 'host' their customers, delivering cocktails to their doors and providing richer personal experiences. This approach would significantly reduce airmiles and construction costs for pop ups.

Closer connections – Networking and knowledge sharing opportunities provided by conventions and trade shows are still vital for professional development in the industry. The most successful online events support and enhance these opportunities, allowing for fewer live global events and redirecting budgets to local activations.

ACTION SECTION

What we learned...

The assumption that we have to BE THERE, in person, has been overturned during lockdown. Instead, industry veterans and novices alike have been finding creative ways to connect and engage with key audiences.

Why it's important...

We don't have to lose the benefits of brand activations to gain benefits for the environment. We just need to think about how to achieve the same (or even stronger) impact with a different approach.

How we can be better...

- **Refine** – it's not the volume, but the quality of activation that's important – use your budget wisely
- **Reframe** – all the rules have changed, offering a unique opportunity to make eco-friendly choices
- **Reignite** – during a time when good news is scarce, excite and inspire your audiences by building planet-positive purpose into every activation you build, promote, or support.



WE'RE GOING BARRA TO THE FUTURE!

HOW COCKTAIL CONVENTIONS CAN CREATIVELY CULTIVATE A CULTURE OF CHANGE.

Collected insights from Ara Carvalho

For years, bar shows have been proliferating around the world. Along with strong positive outcomes for the global community and local economies, there have also been significant negative environmental outcomes.

Ara shared her vision for the future of bar shows – **not just to reduce the negative effects, but to proactively increase the positive effects that these events can have on people and planet, without sacrificing creativity, quality or brand impact.**

If we can envision a better future for bars then we can make it happen, and Barra Mexico is proudly leading by example in multiple areas:

1- Building a team with purpose that is female-led and inclusive of people with disabilities. In general, women are more collaborative, resilient and mindful of the environment. These statistics drove their decision to work with agencies and partners that are also run by women.

2- Doing no harm is the guiding principle for this purpose-driven event. This extends to all aspects of environmental impact, from the offsetting of emissions associated with every aspect of the event, including attendees, to finding creative cleaning solutions that help save water and reduce waste.

3- Partnering with brands to educate visitors because one bar show can't change the world, but it can provide real working solutions to the challenges that all event organisers face, and it can offer brands a platform to communicate their own positive messages, like Nespresso's recycling initiatives.

Showing, rather than telling, is a profoundly powerful way to drive change in our industry.

ACTION SECTION

What we learned...

Bar shows can be so much more than showcases for products. They can innovate, excite, and inspire us to do better for ourselves and for our planet.

Why it's important...

By taking planet-positive action, we can use these platforms to educate and influence brands, bartenders and consumers to modify their own behaviours.

How we can be better...

- Reduce or eliminate CO2 and greenhouse emissions from every aspect of the event
- Save as much water as possible
- Take every opportunity to educate, providing practical solutions and leading by example



THE BARTENDER'S GUIDE TO PITCHING POP-UP'S WITH PURPOSE

1- Go plastic-free – plastic straws were just the tip of the iceberg. Engage suppliers that use biodegradable packaging, opt for reusable containers over disposables and partner with brands to find better POS options that won't end up in landfills.

2- Reduce your carbon footprint – whether it's offsetting airline travel emissions or using local talent and local ingredients, there are numerous ways to reduce your event's co2 load. If possible, take it a step further and support a local reforestation charity.

3- Use water wisely – there's no getting around it – we need a lot of water to make spirits, and even more to deliver quality cocktail-driven events. But that doesn't mean we have to waste water or use more than we need. Calculate your ice requirement and evaluate your cleaning protocols to minimise water use without compromising safety or quality.

4- Think beyond the drink – Whilst food may not be the focal point of your event, you can still make more sustainable choices, opting for local and seasonal produce, choosing more plant based alternatives to the usual meaty fare, and offering reusable or compostable plates and cutlery.

5- Spread the word – every event is an opportunity to educate – not by lecturing and patronising, but by showing brands, bartenders and business owners what's possible, and encouraging them to take similar steps



BADASS BAS HELP US BUILD A BETTER WORLD

BRAND AMBASSADORS ARE IN PRIME POSITION TO PROMOTE PLANET POSITIVE CHANGE

Collected insights from Jenna Ba

Long gone are the days when brand ambassadors had endless expense accounts and obscene travel budgets. The modern BA has to do a lot more with a lot less, and with many more distractions in the marketplace. What skillset do you need to be a great brand ambassador in 2020?

Jenna shared her perspective on the unique mix of attributes that make brand ambassadors such powerful influencers. Great BAs are:

Knowledge seekers:

Not just industry knowledge, but also mining their other areas of interest for inspiration and creative ideas.

Natural collaborators:

Most BAs come from a hospitality background, where they learned to be the ultimate team players.

Cultural detectives:

Understanding what's happening on the ground, in market, and connecting the dots is one of the most important skills a BA has.

As we look to build a more sustainable future, brand ambassadors will play a vital role as educators and influencers, and these skills ensure that their messages are globally recognised and locally relevant.

ACTION SECTION

What we learned...

Brand ambassadors must reach beyond the liquid to engage and excite their audiences, and they must embrace digital innovations if they want to be relevant in a post-pandemic world.

Why it's important...

As advocates and educators, brand ambassadors are well positioned to change brand perceptions and champion environmental causes.

How we can be better...

- **Make digital the default** – we don't have to go back to 'normal' when it was wasteful and unnecessary. Remote meetings and online trainings can continue beyond COVID.
- **Keep up with the kids** – they really are the future, so take the time to understand their interests and motivations
- **Leave a positive trace** – don't just reduce the negative, but also be an agent for change, leveraging your particular strengths and interests to magnify your message



LOST IN SPACE, FOUND IN SPATIAL EXPERIENCES

HOW AR AND VR CAN HELP US RECONNECT IN A SOCIALLY DISTANCED WORLD

Collected insights from Alex Book

While most of us have become intimately acquainted with the various delights and torments of the Zoom platform, we may not fully grasp just how much more can be done with existing immersive technologies to bring brands to life in three dimensions.

What does the future of physically distanced yet socially connected digital spaces look like? Alex helped us understand what's out there, and what's possible:

It's not designed to replace face-to-face.

Rather, AR and VR work best as part of a wider experiential marketing strategy where they complement each other. Striking the right balance will deliver the best outcomes for brands.

It should serve a specific purpose.

Whether it's about conserving human resources or natural resources, spatial technologies work best when they are deployed to address a particular challenge through design execution and narrative development.

It's more versatile, and less expensive, than you think.

Beyond the usual virtual distillery tours and AR bottles, these technologies can create opportunities for in depth storytelling, shared experiences and live interactions, as well as more immersive and creative brand environments, without busting budgets.

ACTION SECTION

What we learned...

When it comes to experiential marketing, technology can support richer and deeper brand immersion.

Why it's important...

With tightened budgets and social distancing regulations in place for the foreseeable future, spatial technologies offer creative solutions to some of the biggest problems facing our industry, whilst reducing the industry's environmental impact.

How we can be better...

- **Learn the lingo** – if you don't understand the difference between AR and VR, how can you sell them in as alternatives to physical builds and in-person interactions.
- **Encourage uptake** – not everyone is comfortable with new technologies, which makes every endorsement that much more important. Make tech solutions part of your sustainability narrative.





BUT IF YOU CAN ONLY DO THREE THINGS...

Focus on outcomes – set an ambitious yet realistic sustainability goal for your activation, and then figure out how to align all of your activities with that goal. Even if you don't quite reach it, let people know what you're doing so they can take inspiration from your work.

Embrace technology – our ability to connect and engage from a distance (in two or three dimensions) has never been greater, thanks to numerous platforms and applications. Take the time to research the right solution for your activation and ask an expert to ensure you get the most out of it. The more successful digital activations are, the less likely it is that brands will return to the old system of flight hoppers and single-use builds.

Seek out best practice – the recent lockdown instigated an era of experimentation, particularly when it comes to powerful brand experiences. If you're trying to make your activation eco-friendlier, chances are someone has taken similar steps and would be happy to share their experiences to help you achieve your goals.



GREAT! NOW WHAT?

Our aim was to embolden and encourage you. Did it work?

Whether it's planning a cocktail competition, organising a masterclass, or diving a bit deeper into shared experience technologies - if we managed to trigger even the smallest environmentally positive actions, then our job here is done. On to the next!

Tune in on **Wednesday 23rd September** for our next positivity-packed panel discussion about **Terroir and Soil** titled: **"You Reap What You Sow"**

Let us know your thoughts about our Positively Charged series, topics you'd like to see featured, favourite Avallen cocktail recipes - anything you'd like to share, we'd love to hear from you!

Email us at: thebees@avallenspirits.com

