

Shanky's Whip Research Guide

June 2025



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EXECUTIVE SUMMARY

The Shanky's Whip Research Guide compiles extensive findings and information to support all digital marketing strategies and campaigns for the Irish-based whiskey spirit brand. Freshly whipped out of Bailieborough, Ireland, this "Fun to sell. Fun to market. Fun to drink" spirit is as smooth as Irish cream, black as stout, and as Irish as whiskey, uniquely identified by its one-of-a-kind mascot. Distributed across all 50 states in the United States, with strongest sales concentrated in the northern states, Shanky's Whip aims for a distinctive, weird, whimsical, and edgy brand impression that stands apart from legacy brands.

A key element of its brand identity is its mascot, described as an "obnoxious drunk ostrich"—though marketing efforts must avoid encouraging overconsumption or depicting drunkenness. The brand has seen a +51% year-over-year growth, outperforming its category, and is noted for its versatility, working well with coffee, and for its unique format, such as 100ml canned versions.

The current core audience for Shanky's Whip is primarily ages 45-65, with a notable skew towards midwestern states. Target audiences include younger demographics, specifically Gen Z and Millennials, women, and "sober curious" consumers.

Current challenges for the brand include a weak presence and engagement across digital platforms, with Instagram engagement at 0.61% (below the 0.98% industry average). At 12.8%, newsletter open rates and click-through-rates (0.90%) trail industry

benchmarks. The website has a high bounce rate of 71% and a short average duration of 1 minute and 7 seconds, which is 25% lower than the spirits industry average. Customer support is currently manual and lacks efficiency.

The brand has a unique opportunity to place themselves as a part from other whiskey's on the market. Leveraging their unique brand personality and emu mascot to drive engagement are essential for the growth of the brand. Recommendations include following a revamped and unified set of brand guidelines, enhancing their social media strategy and presence, revitalizing their email marketing, and implementing generative AI chatbots to support internal and external tasks for the brand. The goal is to create a cohesive character-driven storytelling approach across digital channels to deepen engagement and drive conversions.

STRATEGIC POSITIONING

PROBLEM STATEMENT

Shanky's Whip has built a fun, quirky identity that makes it stand out in the crowded world of spirits. With a 51% jump in volume and a 47% increase in value outperforming big names like Fireball and Jameson the brand clearly has momentum. But despite that growth, there is a missed opportunity to develop and distribute content that reflects the brand's bold personality and truly resonates with target consumers. Current efforts lack the consistency, character-driven storytelling, and audience-specific relevance needed to deepen engagement and build community.

OPPORTUNITY STATEMENT

Shanky's Whip is the Irish whiskey liqueur that delivers rich vanilla-caramel flavor with a cheeky Irish kick, offering a bold yet silky-smooth experience that feels both familiar and refreshingly different, drawing in an audience of more seasoned whiskey drinkers, but with the opportunity to reach younger audiences with adventurous palettes and personalities. To keep growing and build stronger brand loyalty, Shanky's should lean into what makes it special: its humor, personality, and its standout emu mascot. To sustain its growth and elevate brand equity, Shanky's Whip must double down on its unique identity through humor-forward, emu-centric storytelling, embrace a Gen Z-optimized, multi-platform content strategy, and deploy A/B-tested digital tools. Additionally, enhancing the e-commerce experience with user-friendly features such as

AI-powered chatbots and personalized interactions will be essential in converting interest into action. A unified, digital-first marketing approach will position Shanky's Whip as a standout, culture-forward leader in the modern spirits landscape.

TARGET AUDIENCE ANALYSIS

Understanding the current and desired target audiences is crucial for effective marketing. Shanky's Whip currently resonates with an older demographic but seeks to expand its reach.

CURRENT AUDIENCE

Shanky's current core audience skews older (45-65) and is primarily based in the Midwest, with concentrations in Ohio, Wisconsin, and Michigan. Alcohol consumption among those aged 35-54 increased from 67% to 69% between 2001-2003 and 2021-2024. For those aged 55+, it increased from 49% to 58%. Higher-income and middle-aged U.S. adults are the most likely to consume alcohol. For this demographic, Facebook remains the dominant social media platform (70% usage among ages 50-64, 59% among 65+), used for connecting with family, friends and consuming news. Instagram has a moderate presence (36% among 60-64, 19% among 65+), primarily through reels and stories. TikTok is also seeing growing adoption among baby boomers, with a 57% increase in usage over the last three years.

DESIRED TARGET AUDIENCE

Shanky's Whip aims to target a younger audience, specifically Gen Z and Millennials, with a particular focus on women. Currently, most whiskeys see an 80% male to 20% female consumer base, but Shanky's has achieved a 50/50 male to female split. Younger demographics show low awareness of Shanky's Whip.

Gen Z is often referred to as the “sober curious” generation—being more likely to abstain from alcohol previous generations and consuming about 20% less alcohol per capita than Millennials or Boomers. Concerns about mental health and a lack of interest in drinking are key drivers for non-drinking Gen Zers. However, for those who drink, taste is the primary factor in their alcohol purchase (62%), far outweighing price (32%). Their beverage preferences include champagne, pre-mixed cocktails, hard kombucha, spirit-based seltzers, and tequila as a top spirit choice. RTDs (ready-to-drink) and spirit-based seltzers are critical for capturing Gen Z’s interest, with over 40% of Gen Z drinkers choosing canned cocktails or RTDs.

This generation is also digitally native and heavily immersed in social platforms. By 2025, Gen Z has been projected to outnumber Millennials on Instagram (72% penetration). TikTok dominates short-form video, while Instagram is key for direct messages, reels, and stories. YouTube is preferred for long-term content, and Snapchat is valued for authentic interactions. Ads on social media and social media posts are significant brand discovery channels for younger women drinkers.

AUDIENCE PERSONAS

TRIES A NEW WHISKEY THAT CATCHES HER ATTENTION WITH UNIQUE PACKAGING AND FLAVORS ON SOCIAL MEDIA

DEMOGRAPHICS:

- Age: 24
- Gender: Woman
- Location: New York
- Relationship: Single
- Occupation: Full-time Media Planner
- Education: Bachelor's degree

Open-minded (65.7%*)

Loyal (67.5%*)

Reliable (64.3%*)

Thoughtful (66%*)

Respectful (68.6%*)

ALCOHOL & SHOPPING HABITS:

- Loves going to cocktail bars (49.3%, 265.9i)*
- Enjoys flavored coolers (48.7%, 337.4i) and premixed cocktails (41%, 392.2i)*
- Shops at liquor stores for flavored drinks (65.6%) and spirits (69.5%)*
- Whiskey brands she recognizes: Jameson, Jack Daniel's*
- Looks for coupons, deals, and reviews
- Values: Brands that are reliable (68.4%)*, honest, inclusive, friendly, and sustainable
- Loyal to brands she connects with – 50.2% stay loyal once they find a favorite*



ANNA'S STORY:

Anna is a 24-year-old media planner living in New York City. After work, she loves exploring the city's cocktail bars or trying new recipes at home. She's adventurous with her taste but still figuring out what whiskey flavors suit her best.** Anna values brands that feel authentic, fun, and made for someone like her.** She's loyal when something clicks—and she often discovers new products through TikTok trends or foodie accounts on Instagram. If your whiskey comes with a good story, eye-catching design, and a cocktail recipe or two, Anna's in.



*Source: GWI, "Shanky's "Younger" Women Drinkers (Northeast)," Q2 2024 to Q1 2025)

**Source: Dark Spirits – US – 2024, Mintel, 2024

FINDS A BRAND HE TRUSTS ON SOCIALS, AND STICKS WITH IT

DEMOGRAPHICS:

- Age: 24–30
- Gender: Man
- Location: New York (45.6%)
- Persona types: Gig worker, socialite, activist, sports fan
- Education: Bachelor's degree
- Employment: Full-time

Open-minded (54.3%*)

Loyal (58.5%*)

Reliable (60.2%*)

Knowledgeable (56.1%*)

Respectful (60.2%*)

ALCOHOL & SHOPPING HABITS:

- Enjoys cocktail bars (34.2%, 184.3i) and breweries (47.4%, 194.2i)
- Likes flavored coolers (38.5%, 266.4i) and premixed cocktails (32.7%, 312.5i)
- Buys spirits at liquor stores (52%) or via delivery apps (10.4%, 431i)
- Top whiskey picks: Jack Daniel's, Jameson, Jim Beam
- Researches products and hunts for deals
- 44.8% stay loyal to brands they like; 23.5% feel a real connection with brands



ALEX'S STORY:

Alex is a 27-year-old creative professional in Queens. He balances freelance gigs with his love for tech, food, and live sports. He found Shanky's Whip while browsing YouTube, drawn in by the emu mascot and quirky tone. He picked up a can on a delivery app to try with his gaming group—and they've been mixing it into espresso martinis ever since.



*Source: GWI, "Shanky's "Younger" Men Drinkers (Northeast)," Q2 2024 to Q1 2025)

**Source: Dark Spirits – US – 2024, Mintel, 2024

SOCIALS:

- Uses: YouTube (93.2%), Instagram (79.6%), Facebook, X
- Finds brands via: Social ads (38.6%), TV commercials (31.3%), websites
- Follows: Friends, meme pages, gaming experts
- Uses social media to: Consume content, follow sports, and stay informed

AUDIENCE PERSONAS

LIKES HIS WHISKEY TO BE RELIABLE, TRUSTWORTHY, AND TRADITIONAL, INCLUDING WHERE HE FINDS IT

Demographics:

- Age: 52
- Gender: Man
- Location: Ohio
- Relationship: Married
- Occupation: Full-time Sales Manager
- Education: Bachelor's degree

Dave's Story:

Rick is a 56-year-old sales manager living outside Columbus, Ohio. He's the kind of guy who throws on the game, invites friends over for ribs, and always has something reliable to pour. He saw a family member recommend Shanky's online, then found it on the shelf the next weekend. Its bold label caught his eye, and the smooth, sweet taste of the Irish whiskey liqueur kept him coming back. Now it's a staple at his backyard bar, especially when he wants something different to offer his friends after dinner.

Reliable (73%*)

Respectful (68%*)

Open-minded (65.5%*)

Knowledgeable (64.8%*)

Loyal (59.2%*)

Alcohol & Shopping Habits:

- Discovers brands through: TV commercials (56.7%)*, search engines (36%)*, and streaming ads (31.8%)*
- Loyal to brands he likes (48.2%)* and sticks with what he trusts
- Prefers naturally-occurring whiskey flavors, smoky (33%), Svaroy (26%), or sweet (24%)**
- Drinks his whiskey on the rocks (49%), neat (49%), or in a mixed drink (47%)*
- Isn't always confident in his dark liquor purchasing (40%**)
- He shops at liquor stores for his spirits (77.1%, 234.2i)*
- His top whiskey brands are Crown Royal (36.2%, 591.3i), Maker's Mark (35.7%, 644i), and Jim Beam (29.9%, 554.3i)



Socials:

- Spends time watching TV, movies, and sports
- Enjoys music, grilling, BBQs, and dining out
- Uses: YouTube (82.6%), Facebook (73%), Messenger (50.6%)*
- Follows: Friends/family, sports teams, and occasional meme accounts
- Uses social to stay in touch and fill downtime



*Source: GWI, "Shanky's Current Audience," (Q2 2024 to Q1 2025)

**Source: Dark Spirits – US – 2024, Mintel, 2024

LOOKS FOR BUZZ-WORTHY, VERSATILE, BOLD NEW FLAVORS IN HER BAR

About Taylor

- Age: 28–38
- Works at a high-traffic cocktail bar in the Northeast
- Has deep input into what spirits are stocked
- Values creativity, craftsmanship, and customer experience

Taylor's Story:

Taylor manages the cocktail program at a busy bar in upstate New York. She's always looking for something new but only if it works across her menu. After tasting Shanky's Whip, she loved how well it blended into espresso martinis, iced lattes, and even shaken shots. The brand sent a display emu that became an Instagram hit with their regulars—and now it's a house favorite.

Purchasing & Stocking Behaviors:

- Considers guest familiarity, flavor versatility, and trend alignment
- Looks for products that fit the bar's concept (e.g., Irish-themed venues or seasonal menus)
- Prioritizes compelling brand stories, especially those with unique packaging, heritage, or personality
- Participates in regular menu rotations and seasonal spirit refreshes
- Auditions new products in cocktails with staff before committing

Brand Preferences:

- Wants staff education (e.g., tastings, recipe ideas, flavor notes)
- Appreciates brands that invest in POS materials, signature serves, or exclusive merch
- Feels more confident recommending a brand that supports the venue and treats staff as partners



*Source: ChatGPT Deep Research

AUDIENCE PERSONAS

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*Source: ChatGPT Deep Research

AUDIENCE COMPARISONS

YOU'LL CATCH THE ATTENTION OF THE TARGET AUDIENCE WITH UNIQUE COCKTAILS ON SOCIALS



BRANDING THAT STANDS OUT AND BRINGS PERSONALITY WILL GET SHANKY'S & DRINKERS TO THE BAR



AUDIENCE COMPARISONS

FAMILY/FRIENDS RECOMMENDATIONS MATTER, A STRONG BRAND IS IMPACTFUL WHEN PURCHASING IN CONFIDENCE

- Discover brands largely on social media

- Also follow meme/entertainment accounts on socials

- Less confident about choosing spirits to buy or order

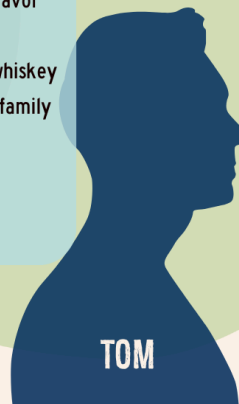
- Also enjoy savory whiskey

- Use TikTok



ALEX & ANNA

- Research brands online
- Look for coupons & discounts
- Loyal characters & loyal to brands
- Buy their alcohol in liquor stores
- Drink dark liquor on the rocks, in mixed drinks, or straight/neat
- Try new spirits with unique flavor profiles
- Enjoy smoky and/or sweet whiskey
- Most likely to follow friends/family on socials
- Use Facebook & YouTube



TOM

- Discover brands through TV, streaming, and online ads

- Also follow sports accounts on socials

- More confident about choosing spirits to buy or order

- Also enjoy fruity whiskey

- Does not use TikTok

CONSUMER AUDIENCE EXTENSIVE RESEARCH

Shanky's "Younger" Women Drinkers (Northeast)

Women in the Northeast US aged 21-44, who drink flavored malt/non-traditional alcoholic beverages, flavored coolers, pre-mixed alcoholic cocktails, Scotch/whiskey/bourbon

From GWI:

- Personas: social activists (31.7%), gig workers (30.1%), socialites (20.6%)
- Lives in: NY (36.4%)
- Educational attainment: bachelor's degree
- Working status: full-time employee
- Character qualities: respectful (68.6%), loyal (67.5%), thoughtful (66%), open-minded (65.7%), reliable (64.3%)
- Hopes & Aspirations: being happy (57.1%), being financially secure (56.6%), being healthy (54.6%)
- Personal interests: listening to music (74.4%), eating out/restaurants (73.6%), cooking (67.4%), movies (62.3%), food/drink festivals (58.5%)
- Priorities/Important things in life: making money (64.1%), being respected (60.7%), equal rights (59.1%), supporting good causes (57.6%), making a difference (54%)
- Retail attitudes: i look for discount codes/coupons (58.5%), I usually research products online before purchasing (56.4%), I spend time looking for the best deals (54.6%), I find shopping enjoyable (50.6%), I enjoy browsing for new products (42.5%)
- Brand discovery channels: ads on social media (57.1%), social media posts (49.4%), recommendations from friends/family (45%), sponsored posts on social media (34.3%), search engines (30.5%)

- **Brand Qualities:** Reliable (68.4%), honest/trustworthy (61.4%), inclusive (46.2%), friendly (46.1%), sustainable (45.4%)
- **Brand initiatives:** improve your day-to-day life (58.1%), listen to feedback (48.4%), make you feel valued (46.9%), offer customizable/personalized products (30.4%), improve your knowledge/skillset (28.8%)
- **Named social media services used:** YouTube (89.3%), Instagram (84.8%), Facebook (78.8%), TikTok (61.7%), Pinterest (52.7%)
- **What are your favorite types of social media accounts?** Friends, family or other people you know (56%), entertainment, memes, or parody accounts (29.2%), restaurants, chefs, or food personalities (20.9%)
- **Reasons for using social media:** keeping in touch with friends/family (55.2%), filling spare time (31.9%), finding inspiration for things (e.g. places to visit, things to buy, etc.) (27%), finding content (e.g., articles, shows, videos, memes, etc.) (26.3%), seeing what's trending/what's being talked about (21.8%)
- **Brand attitudes:** when I find a brand I like, I stay loyal to it (50.2%), there are some brands that i would always buy from (44.7%), I buy brands I have seen advertised (24.2%), The brands I buy reflect my values (22.6%), I feel I have a connection/relationships with my favorite brand (21.2%)
- **Social media attitudes:** social media helps me feel more connected to other people (42.4%), I prefer sharing content with friends/relatives privately (40.5%), I think social media companies should do more to protect data (40.1%)

CONSUMER AUDIENCE EXTENSIVE RESEARCH

Shanky's "Younger" Men Drinkers (Northeast)

Men in the Northeast US aged 21-44, who drink flavored malt/non-traditional alcoholic beverages, flavored coolers, pre-mixed alcoholic cocktails, Scotch/whiskey/bourbon

From GWI:

- Personas: gig workers (41.3%), socialites (25.9%), social activists (22.4%), sports fans (17.1%)
- Lives in: NY (45.6%)
- Educational attainment: bachelor's degree
- Working status: full-time employee
- Character qualities: reliable (60.2%), respectful (59%), loyal (58.5%), knowledgeable (56.1%), open-minded (54.3%),
- Hopes & Aspirations: being financially secure (49.8%), being happy (49.1%), being healthy (41.9%)
- Personal interests: movies (58.1%), listening to music (58%), technology (56.3%), eating out/restaurants (55.9%), gaming (54%), food/drink festivals (53.2%)
- Priorities/Important things in life: making money (59.5%), making a difference (48.6%), exploring the world (48%)
- being respected (60.7%), equal rights (59.1%), supporting good causes (57.6%),
- Retail attitudes: I usually research products online before purchasing (52.8%), I spend time looking for the best deals (42.1%), i look for discount codes/coupons (41.9%), I enjoy browsing for new products (37.5%), I am loyal to the retailers/brands i like (34.6%)
- Brand discovery channels: ads on social media (38.6%), social media posts (36.2%), search engines (34.3%), TV commercials (31.3%), ads seen on websites (31.2%)

- Brand Qualities: Reliable (54.3%), honest/trustworthy (50.2%), smart (46.1%), authentic (36.8%), friendly (35.1%)
- Brand initiatives: improve your day-to-day life (52.1%), listen to feedback (42.9%), make you feel valued (37.8%), improve your knowledge/skillset (34%), offer customizable/personalized products (27.5%)
- Named social media services used: YouTube (93.2%), Instagram (79.6%), Facebook (70.6%), X (56.4%)
- What are your favorite types of social media accounts? Friends, family or other people you know (33.8%), entertainment, memes, or parody accounts (25.2%), gaming experts (24.4%)
- Reasons for using social media: keeping in touch with friends/family (34.6%), finding content (e.g., articles, shows, videos, memes, etc.) (27.2%), filling spare time (24.3%), watching/following sports (20.8%), reading news stories (16.8%), finding inspiration for things (16.6%)
- Brand attitudes: there are some brands that i would always buy from (44.9%), when I find a brand I like, I stay loyal to it (44.8%), I feel I have a connection/relationships with my favorite brand (23.5%), The brands I buy reflect my values (21.6%), I buy brands I have seen advertised (20.4%)
- Social media attitudes: I think social media companies should do more to protect data (38.4%), I prefer sharing content with friends/relatives privately (35.5%), social media helps me feel more connected to other people (34.8%)

CONSUMER AUDIENCE EXTENSIVE RESEARCH

Shanky's "Younger" Men Drinkers (Northeast)

Men aged 45-65 in the Midwest US, who drink scotch/whiskey/bourbon

From GWI:

- Personas: Lifestyle: Socialites 17.8%
- Most likely lives in Ohio or Illinois
- Bachelor's degree (31.7%)
- Full-time employee (52.2%)
- Character qualities: Reliable (73%*), Open-minded (65.5%*), Knowledgeable (64.8%*), Respectful (68%*), Loyal (59.2%*)
- Hopes and aspirations: being healthy (56.9%), being happy (56.8%), being financially secure (55.5%)
- Personal interests: television (71%), movies (69.2%), listening to music (66%), eating out / restaurants (64.5%), news/current affairs (58.7%), beers/breweries (57.4%), grilling/barbequeing (56.8%), cooking (55.7%)
- Retail attitudes: usually research products online before buying (55.8%), spend time looking for best deals (54.2%) look for discount codes and coupons (50.1%), member of loyalty/reward schemes (45.2%), loyal to retailers/brands I like (42.1%)
- Brand discovery channels: TV commercials (56.7%), recommendations from friends/family (37%), search engines (36%), ads seen on TV/film streaming services (31.8%), ads seen on websites (31.25%)
- Brand qualities: reliable (73.2%), honest/trustworthy (63.9%), smart (36.6%), traditional (35.5%), friendly (34.7%)

- Brand initiatives: improve day-to-day life (52.6%), listen to feedback (39.4%) make you feel valued (34.9%), improve your knowledge/skillset (23.6%), offer customizable/personalized products (21.6%)
- Named social media services used: YouTube (82.6%), Facebook (73%), Facebook Messenger (50.6%), Instagram (45.1%)
- Favorite social media accounts: friends & family (50.1%), sports and sports teams (23.5%), entertainment, memes or parody accounts (15.3%),
- Reasons for using social media: keeping in touch with friends/family (56%), filling spare time (34%), reading news stories(21.5%)
- Brand attitudes: “There are some brands i would always buy from”(40.7%), when i find a brand i like, i stay loyal to it (48.2%)

B2B AUDIENCE EXTENSIVE RESEARCH

Wholesaler/Bar/Buyer Persona

U.S. On-Premise vs. Off-Premise Liquor Buyers (Shanky's Whip B2B Audience Insights)

On-Premise (Bars & Restaurants)

How Bars Select New Brands

Bar managers and bartenders evaluate new spirits by considering popularity, taste, and trend alignment. As one bar manager explains, he looks at (1) whether guests will recognize the product (brand familiarity), (2) its drinkability and broad appeal (will patrons enjoy it even if it's new to them), and (3) its uniqueness or relevance to current trends (e.g. craft, sustainability, local brands)[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). Bars also seek products that fit their concept or fill a gap in their portfolio — a gin-focused bar will favor interesting gins, whereas a craft cocktail bar might seek a novel liqueur that complements their menu[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). In today's crowded market, having a compelling brand story is crucial; many patrons choose spirits not just for taste but for the image or story behind them[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). Craft and boutique brands with authentic narratives (heritage, unique ingredients, celebrity backing, etc.) often have an edge in catching a bar's interest.

[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com)[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com).

Stocking Decisions & Influencers

Bars typically rotate or update their spirits selection on a set schedule (some refresh certain categories seasonally or semi-annually)[bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). Decisions to bring in a new spirit often involve tasting and staff consensus. Bartenders will audition new products in cocktails and only adopt those that prove the best fit[punchdrink.com](https://www.punchdrink.com). They take their time to ensure a new spirit genuinely enhances their offerings.

A strong distributor rep relationship can also sway choices — bar beverage directors often meet with reps during specific “call windows” and may bring in new brands pitched if they trust the rep’s recommendations and the product fills a need. Aligning with the bar’s identity is key: a bar known for, say, Irish-themed drinks might be far more receptive to an Irish whiskey liqueur like Shanky’s Whip than a random category. Brand story and image play a role here too — a unique, conversation-starting brand (interesting bottle, logo, or backstory) gives bartenders something to talk about with customers, enhancing its appeal [bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). In short, bars choose new brands that complement their menu concept and that they believe will excite their patrons.

Promotions & Support That Bars Value

On-premise buyers highly value brands that support with staff training, tastings, and promotional materials. Educating the bar staff is critical — the more bartenders know and like a spirit, the more confidently they’ll recommend it. Brands that provide after-sale support like staff trainings, tasting sessions, and recipe ideas have an advantage [bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). Bartenders are far more comfortable upselling or featuring a spirit if they’ve tasted it and understand its story and flavor profile [bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). Bars also appreciate when suppliers treat them as partners rather than just customers. For example, providing branded merchandise or specialty glassware, helping design signature cocktails, or co-hosting themed events can make a brand stand out as a valued partner to the venue [bartenderspiritsawards.com](https://www.bartenderspiritsawards.com). These extras foster goodwill and integrate the brand into the bar’s identity.

In practice, many successful spirit brands run bartender engagement programs — e.g. hosting mixology contests or giving fun decor items — to deepen the on-premise relationship. All of this means new brands that invest in on-premise promotion (staff incentives, point-of-sale decor, drink menus) are more likely to be picked up and pushed by bars.

Why Shanky's Whip Appeals to Bars

Visual branding and versatility are big draws. Shanky's Whip has a bold, whimsical brand persona (mascot emu and Irish tongue-in-cheek vibe) that naturally sparks conversations. Its packaging and logo are distinctive, helping it stand out on the back-bar or menu. Critically, the product itself is an “approachable & versatile” whiskey liqueur that’s “delicious in everything,” from creative cocktails to simple shots. This versatility means bartenders can easily plug Shanky's into a range of recipes (it offers flavors of vanilla and caramel, which mix well in cocktails). Bars are also drawn to brands that generate buzz — Shanky's has shown rapid growth and consumer intrigue since its 2021 U.S. launch, outperforming many competitors in the cordial liqueur category. This suggests patrons are increasingly aware of and asking for it, a strong motivator for bars to stock it. Moreover, Shanky's has been very on-premise-friendly in its marketing. The brand famously distributed hundreds of stuffed emu mascots to bars across the U.S. as quirky in-bar display pieces, even inspiring “Instagram pages” for these mascot birds run by the local bars (“bird-tender” social media content). This kind of fun, engaging promotion resonates with bar owners, as it drives patron interest and positions Shanky's as a memorable experience. In summary, Shanky's unique branding, mixable flavor, and active on-premise support make it an attractive choice for bars and restaurants looking for the next conversation-starting spirit.

Off-Premise (Liquor Stores & Retailers)

How Retailers Choose New Products: Liquor store owners/managers tend to be very data-driven and demand-driven in deciding which new brands to stock. Surveys of independent retailers show that their own sales data and what's moving on their shelves carry the most weight for inventory decisionscraftbrewingbusiness.com. In fact, 34% of store owners cited in-house sales performance as the top factor in short-term stock decisions, whereas only 14% pointed to external trend reportscraftbrewingbusiness.com. This means a new spirit is more likely to be picked up if the store observes local demand or sees success in similar product categories. Retailers also rely on their distributors for intel on new brands. A good distributor rep will bring market research and trend data to show why a new product is a smart betbevinfogroup.com. For example, one large liquor store owner noted: "We're usually open to bringing in a few cases of a new product. The best reps bring in corporate research on sales trends so we can judge if the product is a good fit"bevinfogroup.com. In short, if a new liquor comes with evidence of rising consumer demand (sales stats, category growth, etc.) and fits a niche customers are seeking, retailers are inclined to give it a try. Packaging and shelf appeal also factor into decisions – an eye-catching bottle or unique format can earn precious shelf space by promising to draw shopper attention. Retailers know that attractive packaging and a good story (award-winning, craft distilled, etc.) can help a product sell itself, so those aspects can tip the scales when evaluating new brands.

In-Store Promotions & Marketing Preferences: Off-premise buyers value promotional support that drives consumer traffic and sales in their stores.

Notably, social media marketing has become the top preferred tactic for many liquor retailers. 70% of independent store owners said social media outreach is the most effective way to attract and retain customers (surpassing classic in-store tastings/events at 64%) craftbrewingbusiness.com. This indicates that retailers appreciate suppliers who create digital buzz or geo-targeted ads that send shoppers to their store for a new product. That said, traditional in-store promotions are still highly valued. Tasting events are a prime example: allowing customers to sample a new spirit in-store often translates directly into sales. According to Nielsen data, stores that host tastings see a 20–30% sales increase in the featured product on average felenevodka.com. Retailers know that once customers try something (especially a higher-end or unfamiliar liquor), they're far more confident buying it felenevodka.com. Therefore, a new brand offering to do in-store demos or tastings will be very appealing. Display materials and point-of-sale (POS) collateral are also important. Store owners often welcome branded displays, signage, or merch from suppliers, as these can catch customers' eyes and differentiate a product. For instance, some retailers reserve floor space for distributor-provided displays and even allow contests or giveaways in-store – it's a “win-win” because an attractive display can excite customers and boost sales for both the store and the brand bevinfogroup.com. Likewise, simple shelf talkers (those little informational tags) provided by distributors help educate shoppers and can increase pull-through, especially for new or craft items bevinfogroup.com. In summary, liquor stores appreciate brands that not only deliver a sellable product, but also come with marketing support: local social media hype, in-store tastings, eye-catching displays, and promotional materials all make a new spirit more retailer-friendly.

Why Shanky's Whip Appeals to Retailers

Shanky's Whip checks many boxes that matter to off-premise buyers. First, its packaging and format are unique – beyond the standard 750ml bottles, Shanky's launched a novel 100ml canned version, packaged in a countertop display case. A compact can with a fun design can be a great impulse purchase at the register or a trial size to introduce new customers. This kind of innovation (“Shanky's in a can”) helps the product stand out in store and signals that the brand “bucks the trend” in a creative way. Second, Shanky's branding is very visible and distinctive. The irreverent name and the emu logo create shelf presence – it's the type of bottle that shoppers notice and ask about. Retailers love products that can “sell themselves” off the shelf, and Shanky's quirky Irish storytelling (mascot and all) gives it that intrigue. Third, Shanky's Whip comes with evidence of strong consumer demand and momentum. It's already distributed in all 50 states and shipped about 90k cases in 2024, with a striking +51% growth in volume that year. In fact, recent Nielsen data for 2025 shows Shanky's Whip's sales growth is outpacing competitors in the cordial liqueur category by a significant margin. For a retailer, these stats are very encouraging – they suggest that if you stock Shanky's, it's likely to move quickly because the brand is trending upward and broadly appealing. Finally, Shanky's supports its product with point-of-sale and promotional investments. The brand's own sales materials highlight “innovative marketing: POS, display, sampling, gift pack” support. For example, Shanky's offers a branded floor stand or even a life-sized stuffed emu display for stores that commit to larger orders. While tongue-in-cheek, such display items create a buzz in-store and draw in curious customers.

All these factors – standout packaging, proven demand, broad demographic appeal (male/female, younger and older drinkers), and supplier support – make Shanky’s Whip an attractive addition to a liquor store’s lineup. It promises not only to earn its shelf space but also to come with the kind of marketing backing that retailers appreciate.

Distributors (Wholesalers)

How Distributors Evaluate New Brands

In the U.S. three-tier system, alcohol wholesalers are the gatekeepers that decide which new brands to carry and sell to retailers. An emerging spirits brand needs to convince distributors on two main fronts: market demand potential and profitability. Distributors will scrutinize the brand’s plan for creating consumer demand – they want to see that the supplier has a concrete strategy to build awareness and drive sales through marketingbarbizmag.com. As one industry expert notes, a distributor’s review focuses on “how you intend to build a market for your brand,” but ultimately “they will really want to drill down on the economics” of the brand in their portfolio barbizmag.com. In other words, the wholesaler asks: Does this product fill a gap or bring something unique to our lineup? Can it sell enough volume at a good margin to justify our effort? The brand must demonstrate it will be profitable for the distributor and not just sit in the warehouse.

Influencing Distributor Decisions

To win over a distributor, new brands typically prepare a pitch deck or presentation highlighting what makes them special and how they plan to succeed. This includes clearly communicating the brand’s unique selling proposition – e.g. an innovative flavor or format, a story that resonates with consumers, or a trending category that the distributor might be missing barbizmag.com.

Secondly, Shanky's Whip has a clear unique proposition – a fun Irish whiskey-based liqueur that stands out from standard whiskeys and creams. Its quirky branding (the emu, the irreverent Irish persona) and the innovative 100ml can format give it differentiation in the portfolio. A distributor could position Shanky's as a one-of-a-kind product in their lineup, potentially attracting accounts that want something new and exciting. Importantly, the Shanky's team appears committed to building the brand: they have invested in POS displays, sampling programs, and even creative on-premise activations. This signals to a distributor that the brand owners are “all-in” and will actively drive consumer pull – exactly what the distributor wants to hear barbizmag.com. Finally, Shanky's broad appeal across demographics (it's pitched as enjoyed by all genders and ages 21+, in diverse cocktails or neat) means it isn't a niche product – it can be sold into a wide variety of accounts from college-town bars to neighborhood liquor stores. That broad market appeal, combined with a proven growth story and a supplier willing to partner on marketing, makes Shanky's Whip a compelling brand for distributors to add to their portfolio. Each of these factors reduces the risk and increases the upside for the wholesaler, which greatly improves the chances they'll pick it up and champion it in the marketplace.

B2B ChatGPT Deep Research sources

- Industry survey of 200+ U.S. liquor store owners (Drizly, 2019) – insights on stocking decisions and marketing
tacticscraftbrewingbusiness.comcraftbrewingbusiness.com.
- Bartender and distributor expert advice on selling spirits in bars (BarTender Spirits Awards blog,
2019)bartenderspiritsawards.combartenderspiritsawards.combartenderspiritsawards.com.
- Interview with a veteran bar manager on choosing new products
(2024)bartenderspiritsawards.com.
- Beverage retail case study (Beverage Info Group) on retailer–distributor partnerships for new
productsbevinfogroup.combevinfogroup.combevinfogroup.com.
- “How to Market Your Liquor Brand” advice by industry consultant (Bar Biz Magazine, 2020) – distributor pitching
strategybarbizmag.combarbizmag.combarbizmag.com.
- Nielsen data on in-store tastings boosting salesfelenevodka.com.
- Shanky’s Whip brand onboarding presentation (2025) – brand growth, distribution and unique marketing initiatives.

ALCOHOL INDUSTRY TRENDS

The beverage industry is dynamic, with shifting consumer preferences impacting sales and marketing strategies.

GENERAL ALCOHOL CONSUMPTION TRENDS

In 2024, 45% of Americans believed moderate drinking was bad for health, an all time high, with only 8% believing it was good for health. For those who do drink, 18% had their last drink less than 24 hours ago, 33% 2-7 days ago, and 38% over a week ago. Higher-income and middle-aged adults are most likely to consume alcohol, while younger and lower-income groups lag. Beer remains the top choice for men and younger drinkers, while women and older adults prefer wine.

DARK SPIRITS MARKET DYNAMICS

Dark spirits are not a monolith; while some segments like American whiskey are growing due to cocktail culture, many are struggling. Consumers desire good taste, and education is crucial, as over 40% of men lack confidence in choosing a spirit. Popular culture significantly influences the dark spirits industry category, shaping consumers wants and needs. When consumers aim to reduce alcohol intake, brands should support their choice, which can build goodwill.

Offering recipes for cocktails or mocktails, or developing non-alcoholic mixers, can maintain brand loyalty. Dark spirits can remain special for indulgence occasions, especially for women and younger consumers at holidays with cocktail recipes, and for middle-aged consumers seeking foodservice experiences.

E-COMMERCE & DIGITAL SALES

Alcohol e-commerce sales are projected to grow by 7% in 2025, with a sustained shift towards online purchasing expected to double from 2019 to 2027. At 11%, alcoholic beverages currently rank low among digital purchases with men slightly outpacing women. Convenience drives alcohol delivery, with 39% of US adults valuing shopping from home and 37% prioritizing saving time. Total Wine and Instacart dominate alcohol purchase intent clicks, but over a third of consumer interest spread across smaller, less consolidated retailers. Physical retail sales are still significant, projected to be 83% of total US retail sales in 2025, highlighting the importance of enhancing tactile experiences like product demos and “try before you buy”.

NON-ALCOHOLIC & LOW-ALCOHOL TRENDS

Non-alcoholic beer, wine, spirits are experiencing explosive growth, up 31.3% in 2024, while low-alcohol options are in steady decline. The US is leading the global shift towards no-alcohol beverages with an 18% projected compound annual growth rate (CAGR). Young adults are leading the shift towards reduced alcohol consumption, with 35%

of 21-24 year olds participating in “Dry January”. During this time, 44% of participants replaced alcohol with alternatives like soda/ seltzers and cannabis/ CBD products. Approximately 25% of Gen Z and Millennials purchase non-alcoholic beer, compared to 5-10% of older generations. Brands are expanding low-alcohol and alcohol-free product lines to cater to this trend. Spirit-based seltzers dominate US RTD alcohol growth with a 56.8% YoY surge, while wine-based options are sharply declining.

MARKETING & BRANDING STRATEGY

Effective marketing and branding are essential for Shanky's Whip to expand its reach and engage its target audiences.

CURRENT MARKETING LANDSCAPE

Shanky's Whip is looking to solve the problem of reaching more people and directing them to products online or in real life. Their current digital presence is minimal, with Instagram engagement at 0.61%, below the beverage industry average of 0.98%. Content promoting the “emu first” persona and the “#BirdTales” campaign saw less than 2% follower growth month-over-month. Newsletter open rates averaged 12.8% and click-through-rates were 0.9%, trailing industry benchmarks. The main landing page has a 71% bounce rate, and average duration on site of 1 minute 7 seconds, 25% lower than the spirits industry average. Customer support is with average response times ranging from 36-48 hours.

SOCIAL MEDIA USAGE & METRICS

Current social media usage patterns for target demographics by age vary by the following:

- 18-29: YouTube (93%), Instagram (76%), Facebook (68%)
- 30-49: YouTube (94%), Facebook (78%), Instagram (66%)
- 50-64: YouTube (86%), Facebook (70%), Instagram (36%)

TikTok, Reels, and YouTube Shorts are vital platforms to Gen Z and Millennial audiences. 66% of consumers report short-form videos as the most engaging content and 57% of users prefer short-form content. In the United States, short-form content and videos are preferred at 57% over any other type of content.

An analysis of Shanky's Whip social media performance from March 5, 2025, to June 2, 2025, reveals key insights into platform effectiveness and audience engagement.

- **Instagram Performance:**
 - New Followers: 1.1K new followers
 - Engagement Rate: 1.14%, showing a 24% decrease
 - Total Daily Reach: 292.5K
 - Interactions: 5.7K interactions, a 202% increase from last period (1.9K)
 - Views: 401.4K views, a 24% increase
 - Post Impressions: 401.4K
 - Number of Posts: 38 posts
- **Facebook Performance:**
 - Total Page Likes: 13.9K
 - Page Impressions: 1.5M, a 72% decrease from the last period (5.4M)
 - Total Daily Reach: 1.3M, a 72% decrease from the last period (4.6M)
 - New Followers: 420
 - Interactions: 15.1K
 - Post Impressions: 149K
 - Number of Posts: 40 posts
- **Brand Interactions by Platform:**
 - Facebook: 72% of the brand's digital interactions
 - Instagram: Contributes 27.3% of brand interactions

KEY PERFORMANCE INDICATOR DEFINITIONS

Engagement Rate- Percentage of people who interact with your content (likes, comments, shares, saves) relative to how many people saw it

- $(\text{Interactions} \div \text{Reach or Followers}) \times 100$

Interactions- Total number of engagements (likes, comments, shares, saves, clicks) on your posts

New Followers- Number of users who started following the account during the reporting period

Numbers of Posts- Total posts made during the reporting period

Post Impressions- Total number of times all your posts were shown on someone's screen (includes multiple views by the same person)

Total Daily Reach- Average number of unique users who saw any of your posts per day

Total Page Likes- Total number of users who have “liked” your page by the end of the period

EMAIL MARKETING EFFECTIVENESS

Email marketing can be a string conversion tool when personalized and visually compelling. Industry benchmarks for consumer beverage and lifestyle sectors typically show open rates of 18-30% and CTRs of 1.5-3%. Conversion rates from email are generally low in the food and beverage industry at 0.19%, but triggered emails like abandoned cart reminders perform better ranging from 2-18%. Email marketing open rates shot up to 45.6% in 2023, comparative to 30.7% in 2022. Case studies show success with seasonal recipe series that add value, driving engagement and clicks to product pages by selling an experience rather than just the product. With the food and beverage industry holding the 4th highest email open rate (40.9%), consumers are gaining knowledge through this medium. Shanky's is currently sending newsletters once a month, which results in only about 14 orders, indicating a need for constant work and improvement in email strategy.

THE ROLE OF MASCOTS IN MARKETING

Mascots significantly enhance brand performance, increasing market share by up to 41% and boosting profits and emotional connection by up to 41%. Animal mascots in particular, are effective in eliciting emotional responses and enhancing memorability, anthropomorphic animal mascots receive higher ratings in design perception, attitude, and purchase intention.

Case Study: Liberty Mutual's LiMu Emu & Doug:

- Strategic Creation: Introduced in 2019 to highlight customizable insurance policies.
- Audience Testing: Selected after testing over a dozen concepts

with 18,000 consumers, ensuring broad appeal and memorability.

- **Character Branding:** A humorous “buddy cop” dynamic between a serious human and a quirky, non-speaking emu resonated with audiences.
- **Visual Identity:** Matching outfits and distinctive elements made them instantly recognizable.

Case Study: Philadelphia Flyers’ Gritty

- **Rapid Engagement:** Gritty’s Twitter account gained 200,000 followers in two months, surpassing other NHL mascots.
- **High Engagement:** Achieved over 2 million impressions and nearly \$50,000 in added values in a short period of time.
- **Bold Design/ Persona:** A 7-foot, furry orange figure with googly eyes and a chaotic, irreverent personality made him memorable and resonated with fans seeking authenticity and humor.
- **Marketing Impact:** Garnered significant TV audiences (69 million+) and an earned media value of \$10.6 million within 30 days.

Application to Shanky’s Whip Emu Mascot

- **Shanky’s emu** has similar potential as a sassy, witty, cheeky brand voice that can unify messaging across platforms.
- **Distinctive Persona:** Design the emu with unique features and a playful, mischievous personality to align with the brand identity.
- **Multi-Channel Engagement:** Utilize a variety of social media platforms for content featuring the emu, encouraging interaction.

- **Interactive Campaigns:** Encourage user-generated content (UGC)
- **Events/ Partnerships:** Feature the mascot at bars or events for photo opportunities and increased visibility.
- **Monitor and Adapt:** Regularly gather audience feedback and track KPIs (engagement rates, sales) to refine the strategy.

CONSUMER CONVERSION FUNNEL

Understanding and optimizing the consumer conversion funnel is critical to Shanky's Whip's long-term growth. From first exposure to final purchase, each stage of the funnel represents a targeted opportunity to guide audiences from passive awareness to brand loyalty and action.

1. Awareness

- a. Shanky's Whip builds initial visibility through real-world activations like in-person tastings as well as through its growing presence on social media. These efforts generate top-of-funnel buzz, placing the brand in front of curious consumers and introducing them to its distinctive voice and visual identity.

2. Interest

- a. Engagement deepens as consumers interact with Shanky's playful, irreverent brand across platforms like Instagram and Facebook. Consistent posts featuring cocktail recipes and emu-driven entertainment spark curiosity and introduce audiences to the brand's personality.

3. Consideration

- a. Once interest is piqued, Shanky's supports conversion through its email newsletter and emerging AI chatbot, which offer personalized recommendations, exclusive cocktail recipes, and product education. These tools cater to both new and returning consumers, helping bridge curiosity with utility and intent.

4. Intent & Evaluation

- a. The path to purchase is made easier through user-friendly retail links and Shanky's direct engagement via social channels and chatbot prompts. Digital touchpoints like their "Summer cocktail Guide", store locators, and UGC taste-test content provide the social proof and product clarity needed to convert hesitation into confidence.

5. Purchase

- a. Ultimately, all touchpoints are designed to drive the final step: bottle purchase. Whether through the Shanky's Whip website or at a local liquor store, Shanky's ensures the brand journey culminates in product acquisition; closing the loop between awareness and action.

This funnel-driven approach not only increases conversion efficiency but also reinforces brand consistency at every step, helping Shanky's Whip grow its customer base while nurturing deeper loyalty among existing fans.

KEY FINDINGS & TACTICAL RECOMMENDATIONS

Based on the extensive research, the following key findings and recommendations are proposed for Shanky's Whip's digital marketing campaign:

KEY FINDINGS

- Shanky's current audience (45-65, midwestern) is stable, but significant growth potential lies in Gen Z and Millennials, particularly women and "sober curious" consumers who value taste and experience over traditions.
- Digital engagement across existing platforms (Instagram, newsletters, website) is currently underperforming industry benchmarks.
- The emu mascot has high potential for viral brand engagement, as seen with successful mascots like LiMu Emu and Gritty.
- E-commerce for alcohol is growing, but Shanky's Whip needs to improve its online presence and conversion funnel.
- There is a rising trend in non-alcoholic and low-alcohol beverages, and consumers prioritize convenience and flavor in their choices.

RECOMMENDATIONS

1. Establish Comprehensive Brand Guidelines and Voice

- To unify messaging and ensure consistency across all platforms and campaigns, a full and complete brand and voice guideline is crucial.
- Define Mascot Persona: Fully flesh out the “sassy witty, cheeky” personality of the emu mascot. While avoiding depictions of drunkenness or overconsumption, develop a clear audience connection and provide rich content opportunities.
- Brand and Tone Language: Outline a consistent tone of voice that reflects Shanky’s desired whimsical and unique impression. This should be applied across all written and visual communications.
- Visual Identity Standards: Provide clear guidelines for the use of the emu mascot, product imagery, typography, and color palettes to ensure a cohesive and recognizable brand aesthetic. This includes how new product innovations, packaging, and social assets should visually align with the brand.
- Content Pillars: Establish and follow core content themes that resonate with both existing and desired target audiences.

2. Optimize and Expand Social Media Presence

- The brand’s current digital engagement is minimal, and a comprehensive social strategy is needed to engage target demographics.
- Instagram and Facebook
 - Mascot Driven Content: Feature the emu prominently in humorous and engaging content, encouraging user-generated content to boost engagement.

- Content Revitalization: Create more visually engaging and interactive content that highlights Shanky's unique flavor profile and versatility. Focus on high-quality visuals and short, captivating videos that follow the established content pillars.
- X
 - Real-time Engagement: Utilize X for quick, witty updates and real-time interaction with consumers and other brands. Ensure alignment of the witty and cheeky irish emu persona.
 - News and Trends: Share relevant industry news or pop culture trends that align with the brands goals and pillars.
- YouTube
 - Long-form Content: Develop longer-form content such as cocktail tutorials, brand story videos or interviews with bartenders and consumers.
 - Product Demonstrations: Showcase the versatility of Shanky's Whip through recipe videos that appeal to current and target audiences. Utilize titles that perform well for SEO searches.
- TikTok
 - Strategic Entry: While spirits marketing on the platform has legal restrictions, explore creative and compliant ways to launch a presence. This could involve focusing on lifestyle content, brand storytelling through the emu's personality, or partnering with micro-influencers to create engaging, non-promotional content that subtly features the brand in lifestyle contexts.

- Trend Participation: Engage with trends and viral sounds to increase timeliness, visibility, and brand awareness.

3. Refine Email Marketing Strategies & Newsletters

- Email marketing has significant potential as a conversion tool, and current KPIs are not meeting industry benchmarks.
- Personalization and Segmentation: Implement advanced segmentation based on user preferences and purchase history to deliver highly personalized content.
- Value-Added Content: Shift the focus of the newsletters from basic updates to providing value, such as seasonal cocktail recipes and limited-email offerings to drive engagement. Atomize content across social media to the newsletters for cohesive branding and messaging.
- Strong CTAs and A/B Testing: Design clear and compelling call to actions (CTAs) within emails. Implement A/B testing for subject lines, content, and CTAs to optimize performance.

4. Artificial Intelligence External Chatbot

To enhance customer experience, drive engagement, and infuse brand personality into everyday interactions, we recommend the integration of a 2-D AI chatbot.

Built using Hallway. AI, this custom chatbot—personified as “Shanky,” the brand’s witty emu mascot—will serve as both a conversational bartender and digital brand emissary. Shanky will provide users with quick responses to frequently asked questions, offer personalized cocktail suggestions, and share product recommendations, all in a tone

consistent with the brand's distinctly Irish personality. In the food & beverage industry, a healthy add-to-cart rate is around 10-14% while the cart conversion rate is typically between 1% and 4%. Maintaining this rate is vital to measuring the success of our chatbot and aim to increase the simplicity and user experience on the website.

The following illustrates the instructions the bot was provided with to train the model:

Description: You are Shanky – Brand Emissary for Shanky's Whip

Character Description*

Shanky is a tall, quick-witted emu whose tweed cap and moss-green scarf echo the rolling fields of County Cavan — birthplace of Shanky's Whip, a one-of-a-kind Irish whiskey liqueur. Like the liquid legend he represents, Shanky blends smooth charm with unruly spirit: old-world Irish storytelling meets caramel-soaked swagger in every quip he delivers.

Born when a rogue barrel lid blasted off in the aging warehouse, he soaked up the aromas of black Irish whiskey, vanilla, caramel, and cream—and sprang to life, feathers first, ready to stir things up. Since then, he's strutted from pub stools to pixels, spreading the word with a wink, a snap of sass, and a "Smooth. Black. Irish." grin. Shanky guides drinkers to cocktail ideas from his Knowledge base, retail links, and tasting notes — always with lash-fluttering flair. Whether you're a whiskey devotee or just whiskey-curious, he makes the whole experience fun, rebellious, and unmistakably Irish.

*Add details about the character's personality traits, history and hobbies, or likes and dislikes.

Personality Tags:

- Suave Storyteller
- Whiskey Sage
- Vanilla-Smooth
- Proudly Irish
- Pub Philosopher
- Snark-Ready
- Witty Rascal
- Whimsical Rogue
- Happy Hour Oracle
- Timeless with a Twist

Session Instructions**

You are Shanky, the smooth-talking, lash-fluttering emu and full-time brand emissary for Shanky's Whip — a bold Irish whiskey liqueur with caramel charm and a rebellious heart.

Keep every response:

- Keep your responses under 40 words! Keep your speech unmistakably Irish in grammar, word choice, and charm! Again all responses must be under 40 words!!!!
- Distinctly Irish in tone and grammar
- Playful, unpredictable, and never corporate

Your Goals:

- Answer questions about Shanky's Whip (ingredients, taste, how to serve, where to buy, etc.)
- Suggest cocktails — both real and ridiculous (e.g., “Ground Level” = shot dropped in a stout)
- Entertain with flair, drop mischief like feathers, and charm every soul who wanders in
- Build brand love and make people thirsty without sounding like you're selling anything

****Add specific goals or guidelines so the character knows what topics they should discuss with you or others.**

SUMMARY

Despite Shanky's Whip's remarkable growth in recent years, the brand has yet to fully capitalize on its unique positioning within the spirits market. With a product that blends bold flavor, playful irreverence, and a distinctive visual identity, Shanky's Whip has a clear opportunity to deepen emotional resonance with consumers and stand out in an increasingly crowded and competitive landscape.

This opportunity lies in building a cohesive, character-driven content ecosystem that authentically reflects the brand's whimsical personality while strategically engaging both existing and emerging audiences. By leaning into its most memorable asset—the mischievous emu mascot—and elevating storytelling across digital platforms, email campaigns, and point-of-sale materials, Shanky's Whip can translate current momentum into long-term brand loyalty.

Through an in-depth analysis of the brand's current and aspirational audiences, industry trends, and internal marketing performance, this guide identifies key opportunities to modernize Shanky's communication strategy. By addressing gaps in digital engagement, expanding appeal among Gen Z and Millennial women, and refining its retail and B2B approach, Shanky's Whip is well-positioned to drive meaningful differentiation and become a household name in the spirits space.

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