

# Brody's Crafted Cocktails

## Case Study

**BRODY'S**  
crafted cocktails

### Overview

Brody's was created to provide a customizable craft cocktail experience that encourages people to celebrate the everyday. They can be enjoyed on ice, right out of the bottle or enhanced with a sparkling component of the individuals' choosing. The name Brody comes from the combination of each of the founders dog's names and alludes to the fact that our dogs truly create moments that make life so much deeper.

## The Challenge

Create an influencer kit for the initial product launch that would safely house 5 Brody's Crafted Cocktail bottles. They also wanted an interactive element added to the box that would allow the end user to view recipes and see custom content.

### What We Did



**Custom Packaging Design**



**Smart Chip Technology**

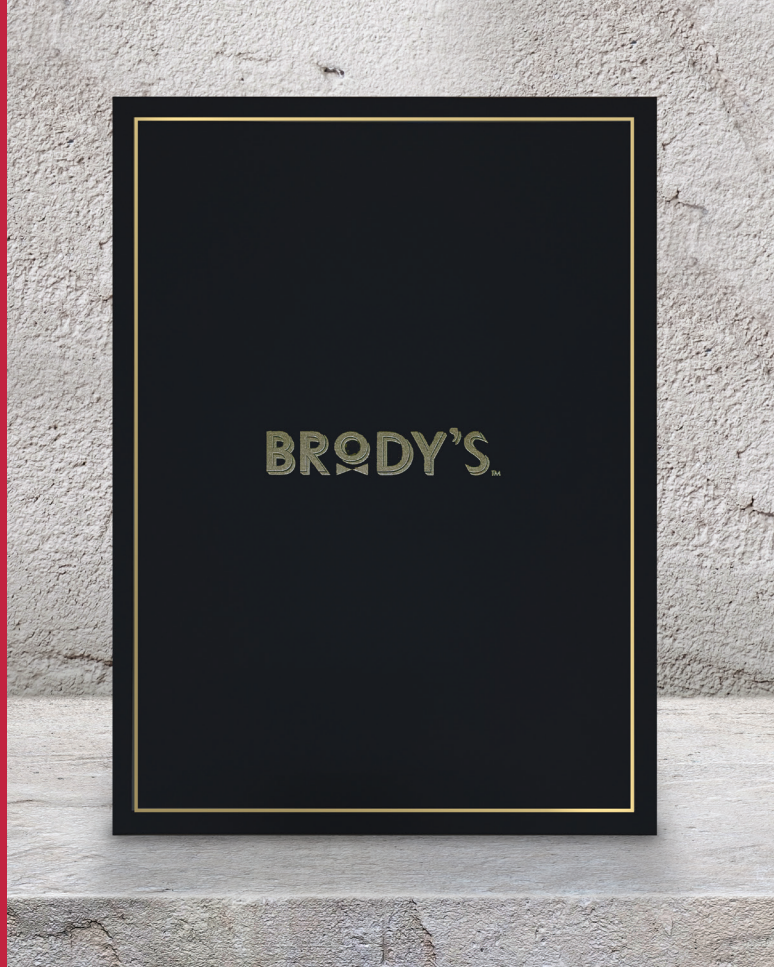


**Kitting**



**Dropshipping**

# The Final Product



- Hinged classic soft-touch box
- Smart chip technology
- Custom insert
- Simulated gold printing

Inspired by the spirit of our founder's first puppy - who was always the life of the party and the perfect companion to life's memorable moments - Brody's offers a customizable craft cocktail experience that encourages people to celebrate the everyday. Brody's cocktails are made with high-quality, natural ingredients for consistent flavor and balance, pour after pour. These expertly blended cocktails are best enjoyed chilled; topped with champagne, sparkling wine, club soda, tonic, ginger beer, or on the rocks.

We hope you enjoy discovering your favorite ways to enjoy Brody's! Hover your phone over the QR code for exclusive Brody's recipes and content.



## Results

The launch kit resulted in Brody's being featured in Newsweek's 25 Best Alcohol Gifts for the 2021 Holiday Season along with the company being a finalist for BevNet's RTD Cocktail Showdown all within the first 8 months of launch.

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