

Industry Liaison Report

September 2019

Alberta Liquor Store Association
Margaux Burgess
Education, Events and Industry Liaison

EVENTS + CAMPAIGNS

ALIC

- Details in place and finalized
- Focus on Liquor only with seminars on Advocacy, ecommerce and marketing and theft in addition to AGLC and CLS content
- Sponsorships have changed slightly and we are a little over last year's amount
- Good attendance from government – will have a good representation at Keynote and Reception
- Partnering with IVSA to offer tasting salon on the afternoon of the 16th
- All information online

Just Add Alberta

- Roadshow complete although we are still getting requests to use trailer and attend retailer and community events – investigating feasibility of this
- Invited to discuss campaign at U of A marketing Faculty Club – Oct 7
- Advertising Agency is submitting to Award shows globally and in Alberta/Canada. They are confident that it will win something along the way.
- Knock on affect of greatly increasing the exposure of ALSA and what we do (licensees and the public)
- Also increased engagement impressions across all ALSA accounts

- Have attached the impressions from a small influencer campaign to give an idea of the audience that was reached
- Collected appx 5000 email sign-ups
- Draw for fridge will be end of the month
- Have seen the coasters in a number of restaurants and bars across the province – they have the call to action to go to your local retailer and purchase Alberta product. Shelf talkers I have seen stores around Edmonton as well (people often tag the coasters on social media or send pics to me so better idea of where they are province wide)
- Have been in discussion with a number of retailers about how to best use the campaign. In process of organizing elements to be available for easy download and use – still determining best way to do that

Quote from retailer after event:

"deVine Wines was thrilled to learn about and partner with the new Just Add Alberta Experience! As enthusiastic supporters of local producers and the better buy Alberta philosophy, the program aligned perfectly with our corporate vision. Having Margaux and her team outside of our store during the Open Paths event was a huge success. The trailer drew people's attention, and the encouragement shown to patrons encouraging them to drop into our store to sample Alberta made products worked very well. Sales were 2 1/2 times that of a typical Sunday, so the partnership worked very well! So nice to see clear success in a first time event. Big thanks to Margaux and her team for being involved and making this happen."

Lodi

- Represented Alberta in Lodi with Lodi Grape Commission – spent four days there encouraging investment in Alberta market. Interested in hosting a portion potential ALSA trip as well as learning more about market work here.

ON-GOING

- Twitter
- Facebook
- Instagram
- Member eblasts and newsletters
- Content for Liquor Retailer – Wine Column and ALSA advertisement
- Administration duties as necessary

INFLUENCER SUMMARY

Just Add Alberta was kicked off with outreach from influencers across the province. With accounts ranging from a couple thousand to tens of thousands followers, the influencer campaign successfully reached a variety of demographics, and cities. We are happy to report over 106,363 total impressions.

INFLUENCERS

We strategically hired four influencers in the Edmonton area that have an engaging and larger following. These four bloggers also created recipe videos that were shared on their channels as well as two product posts promoting the campaign.

We then partnered with 11 other influencers across the province who also shared one post, with the option to share a story. This included 3 influencers in Calgary, 1 in Red Deer, 1 in Lethbridge and 1 in Fort McMurray. All of the influencers who participated were so thankful to be apart of the campaign and they all went above and beyond because they love supporting local (and the liquor also helped!).

We are very happy to have received over 100,000 total impressions for the online coverage for Just Add Alberta. These impressions included bonus coverage from influencers who often would story 2-3 times more than asked with the special addition of two blog posts, two tweets and a post on Facebook.

TOTAL IMPRESSIONS
106,363

+21 Instagram Posts

Total impressions: 71,292

+30 Instastory Slides

Total impressions: 27,571

4 Recipe Videos

2 Blog Posts

Total impressions: 5,000

2 Tweets

Total impressions: 1,500

1 Facebook Post

Total impressions: 1,000

APPENDIX



Liked by francescakraay and others

alexandra1ride Can you believe it's the last long weekend of the summer?! If you're celebrating with friends this weekend I've got the perfect cocktail #ontheblog to ring out summer with, an Alberta Iceberg. It's made with Elderflower tonic and a fresh raspberry and lemonade slush. The secret ingredient is the Parlour Gin from a local Alberta distillery @eauclairecraft ... and you guys already know how



Liked by decanter_moscow and others

knowyourwhisky #wintercoming in the #greatwhitenorth.

Best get the beers in you while you can.

Thanks for the refreshing hookup @toolshedbeer.

knowyourwhisky [...]

4 days ago



Liked by justaddalberta and others

knowyourwhisky We interrupt you're regularly scheduled #carnage to inject a pure dose of #Lacombe #Alberta into your face.

These beautiful summer ales from @blindmanbrewery (brought to you today by @alsaweb and @justaddalberta) are beyond refreshing.

They feel like summer but taste like autumn, I'm convinced @blindmanbrewery are doing it right.

What's your favourite summer beer?



Liked by storywildstudios and others

styleista_ca Rain or shine it's always a good time to enjoy a good hard iced tea. This one @troubledmonk is the first Alberta made hard iced tea and comes from my hometown of Red Deer, Alberta! Fun facts: - Alberta is home to over 10 wineries and meaderies, 17 distilleries, and 121 breweries! - When you enjoy Alberta liquor, you're enjoying high quality products with roots that run deep within



Liked by theadamsagency and others

angelicafaaye ad | wanna know what's good when you're together with friends around a campfire with



Liked by lindork and others

angelicafaaye Just Add Alberta Summer Campaign - thank you to @anahaw_ for this wonderful video promoting @justaddalberta, @blindmanbrewery, and @alsaweb. as you know i partnered up with them to showcase their great selection of liquor products. they are loved by many and i'm so proud to support local!

fact: alberta produces hundreds of liquor products ranging from craft beers, spirits, fruit wines, and mead, and although some alberta beers have made it to the shelves of liquor stores, the majority of alberta products remain unknown by the public and liquor retailers.

#justaddalberta #albertaliquor #supportlocals #albertacanada #theprairies #westernbeer



Liked by katherineoneill and others

rivercitysisters When you get a free evening in this you need it on the patio with @saweb



Liked by kv.luu and others

rachelhaneats RE: Just Add Alberta



Liked by justaddalberta and others

theglamshackblog I will tell you right now that both these beverages more than satisfied my summer patio craving and it's not because I've been... more



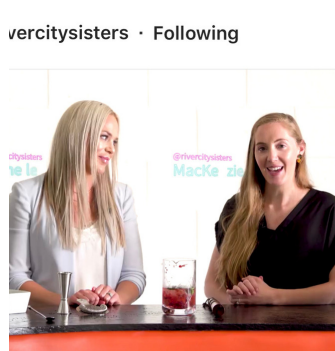
Liked by katherineoneill and others

rivercitysisters Celebrating TWO days of Summer in a row by mixing up an afternoon cocktail! (Kidding, but really, it sounds like a fiiline idea!) ... more

View all 4 comments

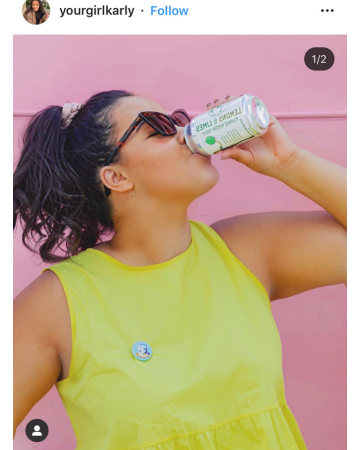
rivercitysisters @nicoloia91 RIGHT? Us too! This one was at @creativehiveveg!! We may just go back to use it again.. such a fun space! 🌟

rivercitysisters @apopofcolour Heard it on the radio years ago and it's stuck with me ever since!



Liked by justaddalberta and others

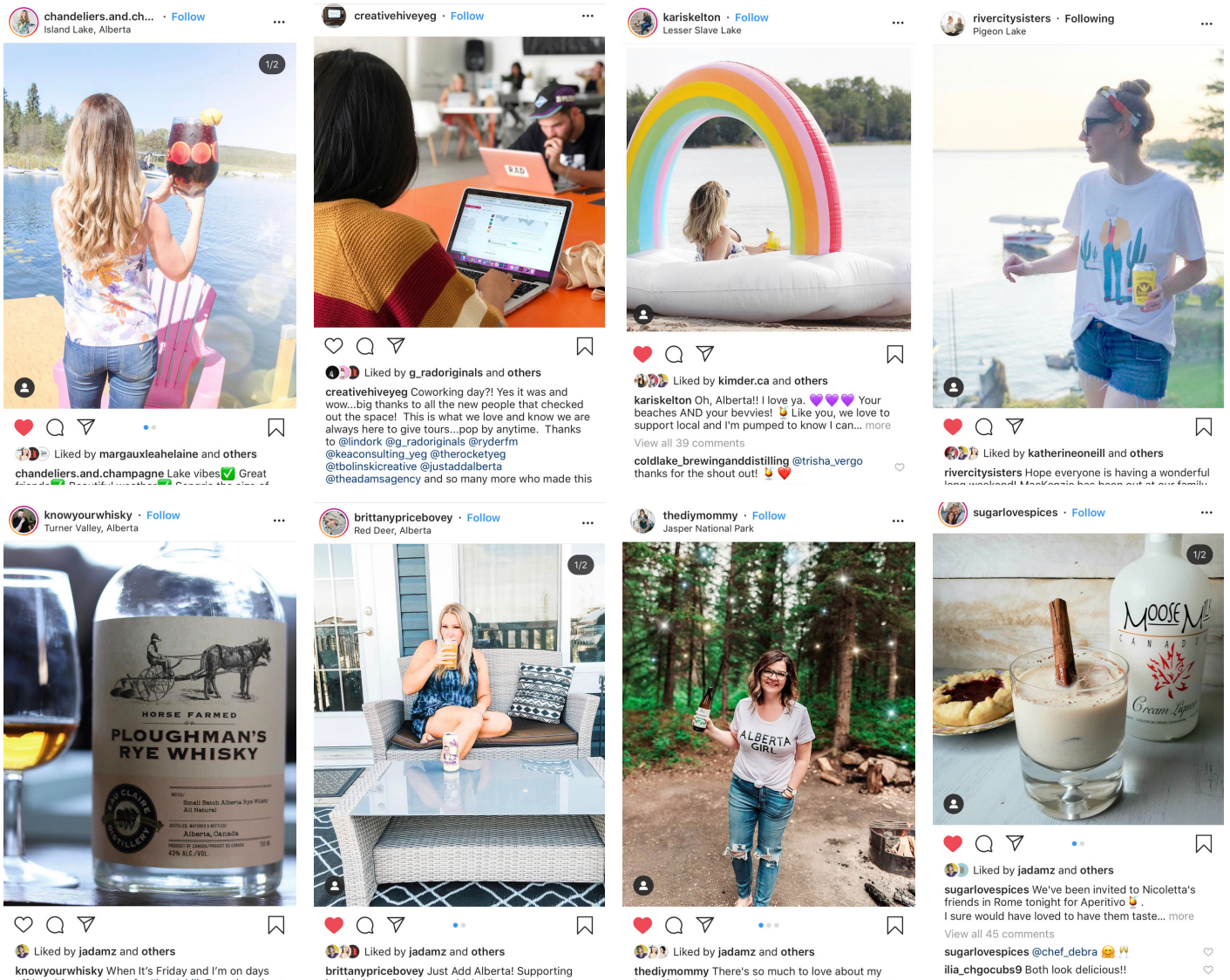
rivercitysisters Sophisticated Shirley Temple - alberta



Liked by tygz and others

yourgirlkarly ad | #HumpDay got me like 🍷

APPENDIX



APPENDIX

CHANDELIERS AND CHAMPAGNE

HOME DECOR, LIFESTYLE AND FAMILY

— COCKTAILS & BITES, LIFESTYLE —

Layered Gin Pineapple Cocktail Recipe

AUGUST 26, 2019



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ALEX + TRIBE

LIFE AND THE FAMILY, FRIENDS AND CITY THAT MAKE UP MY TRIBE

Alberta Iceberg Gin and Tonic

📅 August 27, 2019 👤 alexandtribe



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CATEGORIES

- 📁 family
- 📁 food and drink
- 📁 lifestyle
- 📁 local

APPENDIX

Name	Handle	Followers
Kari Skelton	@kariskelton	11,600
Christina Dennis	@TheDIYMommy	45,700
River City Sisters	@rivercitysisters	12,100
Holly Hunka	@chandeliers.and.champagne	13,600
Loreto & Nicoletta	@SugarLovesSpices	5,110
Elysia & Jessica	@TheGlamShack	1,992
Karly Polkosnik	@YourGirlKarly	8,028
Alex Sochowski	@AlexandTribe	1,609
Angelica Macapinlac	@AngelicaFaaye	1,357
Brittany Price Bovey	@BrittanyPriceBovey	2,987
Rachel Han	@RachelHanEats	4,935
Jessyka Hagen	@MilkstainsandMeltdowns	20,800
Brenna Hardy	@Styleista_ca	15,000
Meli Cyger	@Everything_Meli	4,476
Josh Ward	@knowyourwhiskey	6,937