

TORONTO CIDERFEST AUGUST 26-27TH 2022



COCKTAILS

the fluid experience
l'expérience fluide

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CIDERFEST ACTIVATION

COCKTAILS ACTIVATED THE SHINY APPLE CIDER BOOTH AT CIDER FEST IN TORONTO. THE TEAM RECEIVED 681 TOKENS AND WAS THE TOP SELLING VENDOR IN THE NON SPONSOR TIER AT THE FESTIVAL . WE EXECUTED THE BOUNCING APPLE GAME WHICH DREW CONSUMERS IN AND KEPT THEM AT THE BOOTH TRYING TO WIN COMPLIMENTARY CIDER TASTINGS AND TOURS AT THE CIDERY. THIS PROVIDED FOR A VERY FUN AND INTERACTIVE INSTAGRAMABLE ACTIVITY WHICH MADE OUT BOOTH THE FOCAL POINT OF OUR AREA.



ACTIVATION DETAILS

Event Name: *Ciderfest Toronto*

Event Location: *Inukshuk Park*

Sampling Date: *Aug 26-27* Sampling Times: *5-11* and *11-11* # of people at event: *2500+* / *681* tokens

Average age (age range of consumers): *26-45*

Any notes about demographic of consumers? *Cider Enthusiasts mainly from Toronto*

Type of event (Highlight one or add another): Casual / Formal / *Social* / Business

ACTIVATION DETAILS

Name of product(s) served and how many of each: *Shiny Apple Cider Original, Candy Apple, Pineapple Mango, Rose, Peach Lite*

What was great about this event? *It was a great event because everyone was a cider enthusiast and many had never had Shiny before. If they had tried it before it was only the original Apple flavour. This made the festival an excellent opportunity to hit your target demographic with the opportunity to try the whole shiny family. Our bouncing apple activation definitely brought people over and set us apart from all the other booths which was amazing. The styling of the booth with the hay and floating apples definitely made it the favorite photo booth at the festival which once again brought more people over and, due to the low numbers of patrons, this saved us.*





ASSETS AND ACTIVATION

COCKTAILS PROVIDED:

- 3 STAFF FOR THE TWO DAYS
- SETUP OF BOOTH AND TEAR DOWN
- 3 X 6FT WOOD AND PLEXIGLASS BAR WITH LIGHTING
- BRANDED OUTFITS FOR STAFF
- BRANDED APPLE BASKETS FOR THE GAME
- ALL GAME ASSETS
- MINI TRAMPOLINE
- FAKE APPLES
- OVERSIZED APPLES WITH STYLING
- FULL MANAGEMENT OF BOOTH
- SETUP OF POS
- SOCIAL MEDIA POSTING
- PHOTOGRAPHIC DOCUMENTATION



THANK YOU!
**WE LOOK FORWARD TO WORKING WITH YOU ON
THIS ACTIVATION AGAIN!**

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repetition experience