

Industry/ Segment Focus

Geographic Region:	U.S. National
Industry Category:	CPG F&B
No. of Event Days:	1,559
No. of Respondents:	13,055
Median ROI	233%

Executive Summary

The 1,559 Bourbon and Whiskey sampling activations in the PortMA benchmarks database averaged roughly 150 engagements per event day at \$8.96 each (avg. \$812 per day). Campaigns tended to report a positive ROI (median 233%).

Reach Efficiency (Interactions)

per Event Day	Interactions Per		Cost per Interaction
	Hour	Event	
Lowest: < 91	34.2	81.0	\$4.55
Low: 91 to 153	59.1	116.1	\$21.42
Avg: 153 to 173	33.8	166.4	--
High: 173 to 273	29.4	235.2	--
Highest: 273+	70.0	310.2	--
Overall	37.6	149.8	\$8.96

\$812
Average Cost per Event Day

Reach Quality

Generation	Avg Age	Off-Premise	On-Premise
	Generation Z	21.1	1%
Millennials	28.7	66%	77%
Generation X	44.0	18%	15%
Baby Boomers	57.5	14%	7%
Silent Generation	74.6	1%	<1%
Overall Avg. Age	33.7	36.3	33.0

Marketing Impact

	% Top-Box Measures	
	Purchase	Advocacy
Gender		
Female	44%	55%
Male	47%	56%
Age/ Generation		
Generation Z	51%	64%
Millennials	44%	54%
Generation X	49%	59%
Baby Boomers	48%	61%
Silent Generation	41%	67%
Parental Status		
Parents	--	--
Non-Parents	--	--
Activation Type		
Wet Sampling	45%	56%
No Sampling	--	--
Venue Type		
Off-Premise	58%	66%
On-Premise	42%	52%
Overall Impact	45%	56%

Reach and Impact Benchmark Trends

The typical activation day in the Bourbon & Whiskey industry category reached an average of 149.8 consumers with a wet sample (est. at 37.6 samples distributed per hour) at an average rate of \$8.96 per engagement and \$812 per event day.

Millennials were the most common demographic reached (average age 28.7) and were more frequently found on-premise (77%) than off-premise (66%). This aligned with the average age by venue type for off-premise activations which trends three years older (36.3 average age) versus on-premise activations (33.0 average age). As expected, Baby Boomers were twice as likely to be found at off-premise activations (14%) than on-premise (7%).

Overall, just under half (45%) of consumers who sample a bourbon or whiskey brand reported that they "Definitely Would" buy the brand in the future. This was slightly higher for men (47%) than women (44%) and 16 points higher after off-premise activations (58%) than on-premise activations (42%).

Post-sampling consumer advocacy trended in similar ways and averaged 11 points higher than purchase intent (45%) with over half (56%) reporting they would recommend the brand they sampled.

Return-on-Investment Benchmark Trends

Overall, the Bourbon & Whiskey category performs well delivering a strong return for the brand. A typical event generates between \$1,937 and \$3,860 in incremental revenue on a median budget of \$661 per event day for a return-on-investment estimate between 293% and 584%.

This is likely driven by the high median annual value per customer of \$74.97.

The lowest reported return-on-investment for campaign activations was positive at 147%. The median ROI reported to brand teams of 233% was closely flanked by a middle range between 190% and 293%. The highest reported ROI was 353%.

Return-on-Investment (ROI)

	Per Event Averages
Median Inter. per Event	170
Median Cost per Event	\$661
Consumer Conversion Est.	15.3% to 30.0%
Median Annual Value	\$74.97
Est. Daily ROI	293% to 584%

Actual Reported ROIs

Lowest Measure	147%
Lower Quartile	190%
Median	233%
Upper Quartile	293%
Highest Measure	353%