

# **SELECTED CASE STUDIES**

**MikeWorldWide**

DIPLOMÁTICO RUM

# Taking rum from the beach to the top shelf

**PREMIUM RUM WAS MISUNDERSTOOD BY CONSUMERS, AND DIPLOMATICO SHOWED A CONSISTENT LAG BEHIND OTHER TOP-SHELF BRANDS AS A RESULT.**

**Approach:** Shifted focus from why someone buys the product to what they do with it and how they personally experience the brand

- Developed the Heart of Rum integrated campaign leveraging the Artisan Economy and drawing inspiration from celebrated craftsmen
- Leveraged celebrity chef Michael Symon - centering content around passions like fine dining, cooking and home entertaining
- Expanded our reach with Influencer artisans in photography, fashion, art and music to find new brand connections and occasions
- Partnered with Live Nation to custom curate a series of concerts and on-site experiences built for the heart of rum audience (launch 2023)

**Impact:**

- +703% PR reach YoY, plus received more media impressions than the five closest competitors combined
- Reached 42% of the "premium spirits" target in year one
- Expanded with current retailers, e-Commerce partners, and hospitality customers, driving 30%+ YoY volume growth, significantly outpacing the general rum category, and making it one of the leaders in premium rum
- Achieved over One Billion impressions and drove new, lifestyle coverage in consumer outlets including Rolling Stone, Men's Journal, GMA/ ABC, and Town & Country that over-index with their current and expanded audiences
- Surpassed all Influencer KPIs producing 224% more content and driving 26% more impressions and 275% more engagements than originally projected



SAKS FIFTH AVENUE

# Giving main character energy for Holiday '22

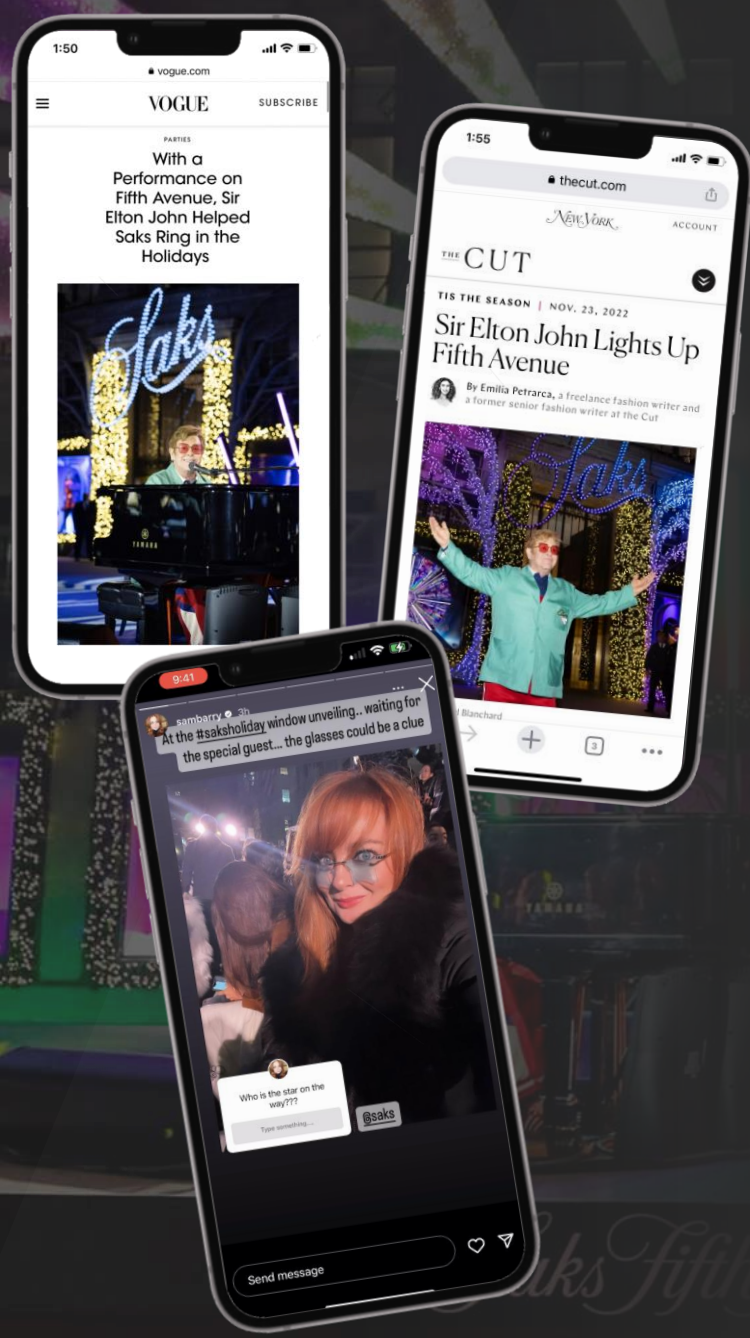
## PUTTING ICONIC LUXURY BRAND, SAKS FIFTH AVENUE, IN THE SPOTLIGHT DURING THE HOLIDAY SEASON WITH SIR ELTON JOHN.

**Approach:** Leveraged the celebrity star power of Sir Elton John’s holiday partnership with Saks to attract media to a one-of-a-kind New York Moment

- Paired an iconic moment (Saks holiday window reveal) with an exclusive, live performance by cultural icon, Sir Elton John
- Invited influencers in media to attend the traffic-stopping, heart-pumping concert in the middle of 5th Avenue
- Promoted the curated holiday gift list by Elton John with proceeds going to a cause deep in the fashion world (The Elton John Aids Foundation)
- Treated media to an exclusive cocktail party event in advance of Elton John’s performance alongside influencers and fashion industry trendsetters
- Managed tier-one media interviews with Sir Elton John

**Impact:**

- Ranked #1 in earned coverage among competitors during holiday programming
- Secured 50+ press attendees, with outlets such as Glamour, Billboard, Who What Wear and In Style sharing content on their social platforms
- Generated 7 billion media impressions and 200 earned placements in top-tier media including Vogue, Forbes, New York Times, E! News Online, Associated Press, The Post, Glamour, TODAY and Variety
- Increased reach with 35+ outlets and reporters sharing on social



NIKON

# Putting the focus on future creators

**WITH ONE HUNDRED YEARS OF HERITAGE, WE, AS NIKON'S AOR THE PAST 15+ YEARS, NEED TO DRIVE RELEVANCE AND CONVINCE NEW GEN CREATORS TO CHOOSE THEM.**

**Approach:** Leveraged creator passion points and the desire to have their work seen and appreciated to build brand community and cultural relevance.

- Launched influencer creator events to educate, touch and try new products
- Executed award-winning social campaigns, including Creator's Hour with free photography lessons and portfolio reviews for creators by world-renowned professionals, and the DEI pro content series
- Created the "Nikon 100" for the brand's 100th Anniversary to identify and celebrate new creators and launched a \$100k scholarship for visual art students
- Hosted custom education and cultural events in Puerto Rico, BMW Driving School in Palm Springs, Wine & Food Festival in Newport, outdoor lifestyle in Bend, Oregon, and SXSW, pre-restaurant opening dinner for food photography at Torst in Brooklyn NY

**Impact:**

- Repeatedly generate national consumer lifestyle coverage from Vogue and Maxim, to Conde Nast Traveler, Men's Health and Robb Report
- Produced and shared original content on Nikon's social channels, reaching more than 136MM people this past last year
- Partnered with 35+ new creators in the past two years highlighting the Nikon Z series gear and generating more than 33.7MM impressions, 6.5MM video views, and 133K engagements – many of which indicated purchase intent
- Increased ROAS during key sales period by 28% through full-funnel sales campaign





**"MikeWorldWide is a valued partner that supports our brand in content creation, earned, and influencer strategy. They are strategic and flexible and offer a work ethic and commitment to accountability that is second to none."**

**NIKON**



**"MWW has been an invaluable partner for the past 2 years in supporting our brand through truly integrated digital and PR strategies. I have relied on them as my one agency for influencer marketing, social strategy, paid media and media relations – they have delivered incredible results and are continuing to help push our brand to new heights."**

**DIPLOMÁTICO RUM**



**"MWW did a fantastic job handling the media, driving coverage and excitement for one of our biggest events of the year – the Saks Holiday Windows Unveil and this year's partnership with Elton John and the Elton John Aids Foundation."**

**SAKS FIFTH AVENUE**

# THANK YOU.

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