

The Top 10

Alcoholic Beverage Brands in the U.S.

September 2023



The Top 10

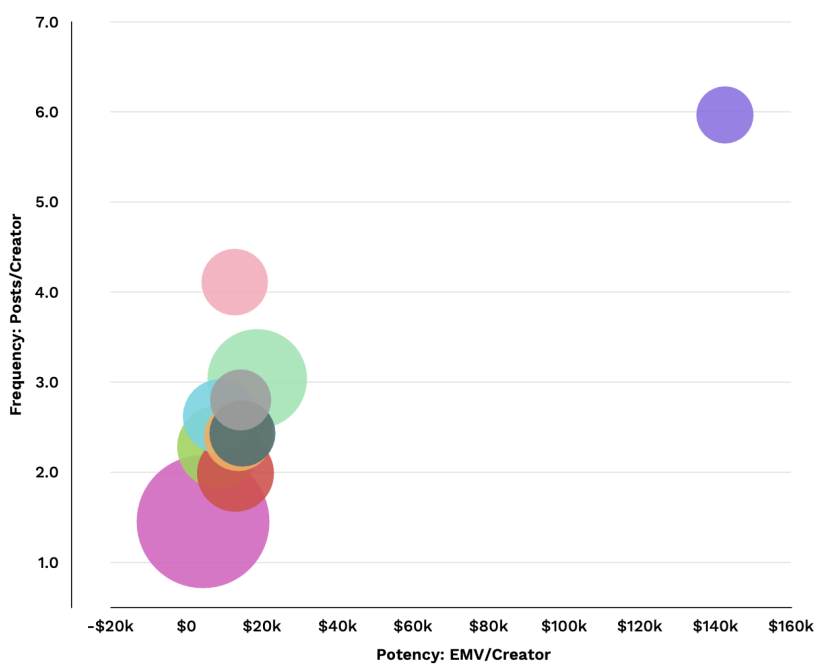
Alcoholic Beverage Brands in the U.S.

Competitive Set		Total EMV			MoM		YoY
Luc Belaire	\$14,112,703	<div></div>		▲	31%	▲	273%
Bud Light	\$5,639,862	<div></div>		▲	10%	▲	141%
Aperol	\$2,386,483	<div></div>		▼	30%	▲	45%
818 Tequila	\$2,336,638	<div></div>		▼	27%	▼	35%
Corona	\$1,964,388	<div></div>		▲	45%	▲	266%
Budweiser	\$1,956,006	<div></div>		▼	40%	▲	4%
GREY GOOSE	\$1,772,806	<div></div>		▲	114%	▲	85%
The Macallan	\$1,720,890	<div></div>		▲	484%	▲	293%
Happy Dad	\$1,628,099	<div></div>		▼	15%	▲	39%
Don Julio	\$1,508,725	<div></div>		▲	86%	▲	275%

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Community Metrics

Community Size, Frequency, and Potency for U.S. Alcoholic Beverage Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Luc Belaire	99	9%	6.0	13%	\$142.6k	20%
Bud Light	300	-16%	3.0	-12%	\$18.8k	31%
Aperol	534	-29%	1.4	-4%	\$4.5k	-2%
818 Tequila	179	-23%	2.0	-22%	\$13.1k	-5%
Corona	132	14%	2.4	-5%	\$14.9k	27%
Budweiser	142	27%	2.4	-24%	\$13.8k	-53%
GREY GOOSE	207	12%	2.3	-20%	\$8.6k	91%
The Macallan	134	131%	4.1	19%	\$12.8k	153%
Happy Dad	113	-24%	2.8	-1%	\$14.4k	13%
Don Julio	168	-3%	2.6	14%	\$9.0k	91%

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Brand Highlight



















A Closer Look at Alcoholic Beverage Brands



Storming into the Top 10 this month was esteemed Scottish whisky distillery The Macallan, which closed out September with \$1.7M EMV, an astounding 484% month-over-month surge. The Macallan owed much of this progress to entrepreneur and powerhouse creator Nezha Alaoui (@mayshadwoman on Instagram), who took a brand-sponsored tour of the sherry distilleries in Jerez de la Frontera, Spain, where sherry barrels are aged prior to imbuing The Macallan's whisky with its signature flavor. Alaoui shared snapshots of the vineyards and aging facility, as well as picturesque moments from the beautiful Andalusian village. After not mentioning The Macallan in August, Alaoui inspired \$961.7k EMV via 45 posts in September, single handedly accounting for 57% of the brand's monthly total. Thanks largely to Alaoui's efforts, which exemplified best practices for a successful creator marketing campaign, The Macallan's Engagements and Impressions increased by a respective 863% and 538% MoM.

What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by	Engagement via	On Platforms including
 Creators	 Comments	 Instagram
 Brands	 Tweets/Retweets	 Youtube
 Retailers	 Favorites	 Facebook
 Publications	 Likes	 Twitter
	 Pins/Repins	 TikTok
	 Shares	 Pinterest
	 Video Views	 Blogs

Glossary of terms

Community Metrics

- Community Size**
The total number of creators who authored content about a brand within a given time period.
- Posting Frequency**
The average number of posts authored per creator for a brand within a given time period.
- Creator Potency**
The average amount of EMV driven per creator for a brand within a given time period.

Creator Tiers

- Powerhouse Creator**
Creators with over 1M followers on their primary channel.
- Established Creator**
Creators with 300k to 1M followers on their primary channel.
- Mid-Tier Creator**
Creators with 100k to 300k followers on their primary channel.
- Micro-Creator**
Creators with fewer than 100k followers on their primary channel.

Others

- Sponsored EMV**
A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”
- Engagements**
The total number of likes, comments, and shares that content about your brand received.
- Reach**
The total follower count of the creators who mentioned your brand.
- Impressions**
How many times content about your brand was viewed by your creator community’s followers.