

A group of people are sitting on a stage in a dimly lit room with red lighting. In the background, there are neon signs, one of which shows a hand holding a glass. The people are dressed in casual to semi-formal attire. The overall atmosphere is that of a social event or a performance.

PEDDLERS GIN CO!

PEDDLERS BRAND BUILDING: FROM ZERO TO ONE



**PEDDLERS BRAND BUILDING:
FROM ZERO TO ONE**

BRAND BUILDING

**ZERO TO ONE
IN THE CHINESE MARKET**



**PEDDLERS BRAND BUILDING:
FROM ZERO TO ONE**



**PEDDLERS BRAND BUILDING:
FROM ZERO TO ONE**



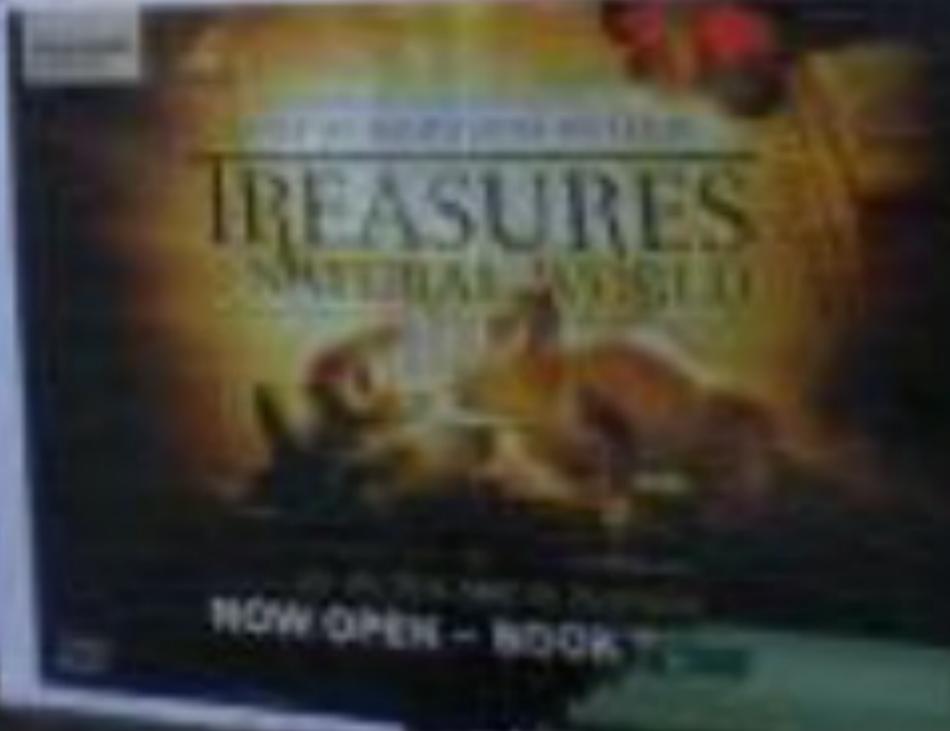
**PEDDLERS BRAND BUILDING:
FROM ZERO TO ONE**



MADE

IN

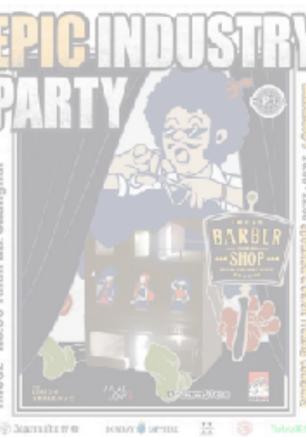
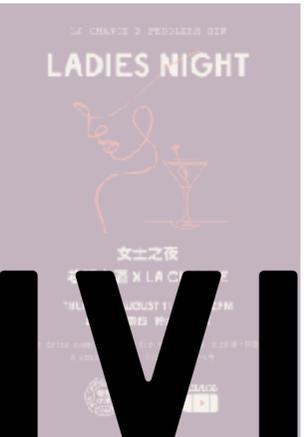
CHINA



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ON-TRADE ACTIVITY

SHAKE IT TILL YOU MAKE IT



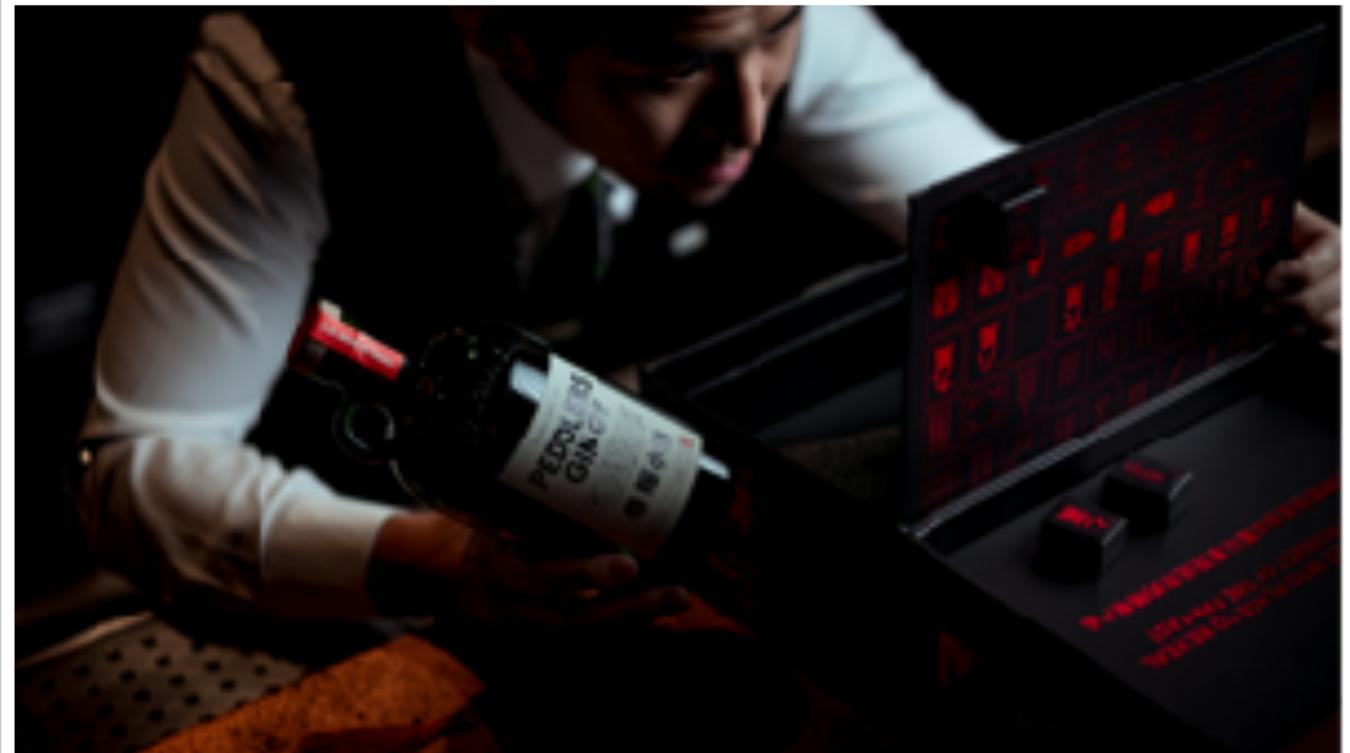
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OUT OF THE BOX

**CREATIVE TOUCH POINTS
TO AMPLIFY ON SOCIAL MEDIA**





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ROLE OF THE DISTRIBUTOR

**UNDERSTAND THE LIMITATIONS
OF THE DISTRIBUTOR IN MARKETING**



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	Insight	Action
ON-TRADE	<p>Hospitality industry is fragmented</p> <p>>70% of consumption is on-trade</p>	<p>Events allow access to on-trade decision makers</p> <p>Leverage network effect amongst hospitality</p>
PR / DIGITAL	<p>Creativity allows distinction from competition</p> <p>Competition for online attention span</p>	<p>Plan multiple creative touch points</p> <p>Encourage user-generated content</p>
EXECUTION	<p>Distributor outlook is short-term</p> <p>Absence of knowledge of category</p>	<p>Margins over brand-building</p> <p>Reliance on brand for pull-side growth</p>



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FROM ZERO TO ONE**

A LONG LIST OF MISTAKES

**ALL THE WAYS
I'VE WASTED MONEY**



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	Mistake	Learning
	Wasted money on KOLs and digital	Didn't know where I was spending it
	Wasted money on pointless events	No follow through from anyone
	Gave away exclusivity too easily	Regionalisation
	Assumed internet money was easy	It's not
	Didn't include rebates with distributors	Allows control over distributors
	Took too long getting to sales + brand building	Learn while doing
	Didn't get onto local social media soon enough	Basic impact can be cost-effective



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