

# CIERTO

PAID INFLUENCER PROGRAM RECAP  
APRIL 2024

  
**CIERTO**  
TEQUILA

PRIVATE COLLECTION

**REPOSADO**

— 100% de Agave —

Authentic "True" Tequila  
Handcrafted from the Finest  
Highland Agave in  
Jalisco, Mexico

750ML 40% ALC/VOL 80 PROOF

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A dramatic scene featuring a large, glowing fireball in the center, surrounded by intense flames and a shower of sparks. The background is dark, with several large wooden barrels visible on the left and right sides. The overall atmosphere is one of destruction and power.

# Overview

## OVERVIEW

H&S enlisted a group of tequila connoisseurs across the U.S. to experience Ciertó Tequila on social channels, Instagram and YouTube.

The initiative aims to raise brand awareness by educating followers about Ciertó Tequila, highlighting the skill and artistry of its distillers, emphasizing its additive-free nature to enhance its flavor profile, and providing guidance on optimal ways to enjoy Ciertó when paired with food.

Throughout the program, connoisseurs shared the different tasting notes, how to pair Ciertó Tequila neat, and CTA on where to purchase. H&S engaged fans of the brand and some new faces to share their thoughts on Ciertó Tequila such as, **Lui Fernandez**, **Lucas Assis**, **Sarah Gualtieri** and many more.







# CIERTO<sup>®</sup>

TEQUILA

## Overall Results



13

Influencers Enlisted



83

Total Posts  
(Across Instagram and  
YouTube)



8,855,365

Total Social  
Impressions



3.15%\*

Average Engagement  
Rate



59,909

Total Engagements

\*Industry Standard Engagement Rate 2%\*



A wide-angle landscape photograph taken during the "golden hour" of sunset. The foreground is filled with rows of dark blue-purple lavender plants. In the middle ground, there are rolling hills with patches of green grass and some trees. A small body of water is visible on the left side of the middle ground. The background shows more distant hills under a sky with soft, orange and yellow light from the setting sun. The text "Wave 1" is centered in the middle of the image in a white, sans-serif font.

Wave 1

## WAVE 1 RESULTS



4

**Influencers Enlisted**



21

**Total Posts  
(Across Instagram and  
YouTube)**



1,409,264

**Total Social  
Impressions**



4.8%\*

**Average Engagement  
Rate**



7,124

**Total Engagements**

\*Industry Standard Engagement Rate 2%\*

## INFLUENCERS ENLISTED



LUCAS ASSIS  
Followers: 184K

After 10+ years bartending in LA, Lucas transitioned to full-time content creation focusing on his passion for agave spirits and craft cocktails



LUI FERNANDES  
Followers: 357K

Lui, who owns and operates his own restaurant, serves as the head bartender and is deeply passionate about crafting exceptional cocktails and sourcing high-quality spirits.



MISS AGAVE  
Followers: 11.5K

**Miami based bartender** sharing her passion for the education of Tequila, Mezcal & Agave Spirits



DANIEL LEO  
Followers: 191K

**Daniel has a deep love for Las Vegas and seeks out the best entertainment, food, and spirits to indulge in**



## TOP PERFORMING SOCIAL POSTS



**DANIEL LEO**

Eng Rate: 1.60%

Views 190,000

Likes 6,548



**LUIZ FERNANDES**

Eng Rate: 2.35%

Views: 89,000

Likes: 2,057



**MISS AGAVE**

ENG. RATE : 11.57%

VIEWS: 54,100

LIKES: 1,130



A wide-angle landscape photograph taken during the 'golden hour' of sunset. The foreground is filled with rows of dark blue-purple lavender plants. In the middle ground, there are rolling hills with patches of green grass and some trees. The background shows a bright sun setting behind a range of mountains, with long, horizontal clouds catching the low light. The overall color palette is dominated by the warm oranges and yellows of the sunset, contrasting with the cool blues of the lavender and the dark greens of the hills.

# Wave 2



## WAVE 2 RESULTS



11

**Influencers Enlisted**



62

**Total Posts  
(Across Instagram and  
YouTube)**



7,446,101

**Total Social  
Impressions**



2.87%\*

**Average Engagement  
Rate**



52,785

**Total Engagements**

\*Industry Standard Engagement Rate 2%\*

## INFLUENCERS ENLISTED



LUCAS ASSIS

Followers: 184K

After 10+ years bartending in LA, Lucas transitioned to full-time content creation focusing on his passion for agave spirits and craft cocktails



ROBERT GERARD

Followers: 264K

**Rob finds joy in documenting his expanding assortment of tequila and connecting with fellow enthusiasts of the spirit.**



LUI FERNANDES

Followers: 357K

Lui, who owns and operates his own restaurant, serves as the head bartender and is deeply passionate about crafting exceptional cocktails and sourcing high-quality spirits.



EVIE NEGRI-ALBERT

Followers: 106K

**Evie's** ambition is to make the art of the craft cocktail more accessible (and less daunting!) for people to enjoy in the comfort of their own homes



## INFLUENCERS ENLISTED



SARAH GUALTIERI

**Followers: 138K**

Sarah produces stunning content showcasing recipes tailored to be both simple and mouthwatering for novice mixologists at home.



MISS AGAVE

**Followers: 11.5K**

Miami based bartender sharing her passion for the education of Tequila, Mezcal & Agave Spirits



LAUREN CASTANO

**Followers: 10.5K**

Architect of tailored, enjoyable, and enlightening tequila adventures.



MIGUEL BUENCAMINO

**Followers: 179K**

Professional photo and video producer specializing in capturing craft cocktails and spirits

## INFLUENCERS ENLISTED



HAWK

**Followers: 203K**

Bartender of 12 years to full time content creator showcasing the best liquors and cocktails



RAUL GUZMAN

**Followers: 3.8K**

Miami based bartender who creates lively content involving cocktail recipes and spirits to try



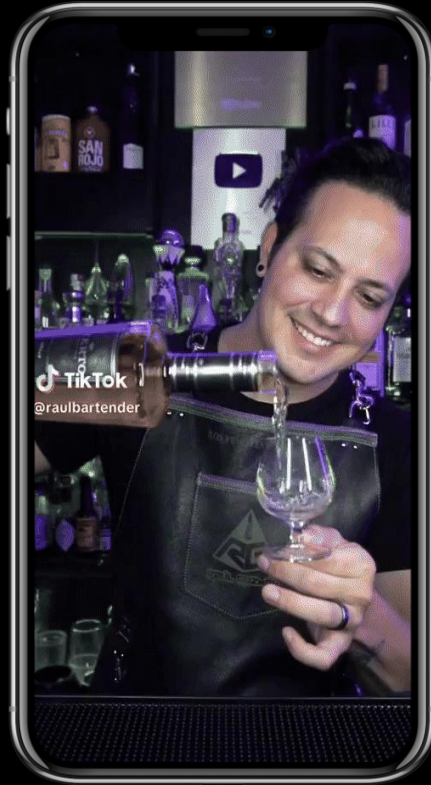
WAYNE CAFARIELLA

**Followers: 14.1K**

Home bartender sharing his opinion on different booze as well as recipes



## TOP PERFORMING SOCIAL POSTS



RAUL GUZMAN

Eng. Rate : 1.23%

Likes: 23,496

Views: 257,106



ROBERT GERARD

Eng. Rate : 3.97%

Likes: 5,474

Views: 141,000



LUCAS ASSIS

Eng. Rate: 3.49%

Likes: 885

Views: 26,000

## KEY LEARNINGS

### WHAT WORKED

- **Authentic Integration:** Enlist and engage authentic creators and connoisseurs as they show a strong affinity for the brand. The feedback and sentiment received from the creators and their audience resonated heavily as key market accounts show a spike in sales.
- **Engaging Content:** Creators delivered engaging content to keep audiences engaged as they walked through the brand's key messaging.

### OPPORTUNITIES

- **Content:** Work with creators who are comfortable incorporating brand messages naturally into their content. Some creators may find it challenging to share specific messaging that doesn't seamlessly fit their feed's aesthetic. They prioritize content that blends effortlessly with their overall style, ensuring authenticity for their audience.



A man in a dark suit is walking away from the camera through a field of agave plants. He is holding a bottle of tequila in his right hand. The scene is set at sunset, with the sun low on the horizon, creating a strong backlight effect and lens flare. A large, leafless tree stands to the left of the man. In the background, a valley with some buildings and distant hills is visible under the warm glow of the setting sun.

¡Salud!