



**ONE&ONLY RESORTS PARTNERSHIP
WITH DIAGEO RESERVE**

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CSA conceptualised a global collaboration between One&Only Resorts and Diageo Reserve World Class – #DestinationsDistilled.

CAMPAIGN:

Three of the world's best bartenders, travelling to three One&Only resorts (Bahamas, Mexico, and Cape Town) to create cocktails that interpret each destination through the art of mixology.

CSA IS RESPONSIBLE FOR:

- Brokering the partnership
- Content creation
- Developing the assets (press releases, AV's, images, PR, brand Toolkits)
- Gathering media coverage and
- Executing the campaign amplification across global markets

15 UNIQUE
ASSETS

NUMBER OF
UNIQUE ASSETS
CREATED



\$1,012,150

TOTAL PR VALUE
ACHIEVED

87 MEDIA
CLIPPINGS

TOTAL NUMBER OF
CLIPPINGS TO DATE

REACHED
1 084 915
INDIVIDUALS

#DESTINATIONSDISTILLED
HASHTAGS REACHED
1 084 915 INDIVIDUALS ON
SOCIAL MEDIA ALONE
(INSTAGRAM AND TWITTER)

3 ONE&ONLY
DESTINATIONS
WORLD'S BEST
BARTENDER'S

684 MILLION
PR REACH

121 850
VIDEO VIEWS

