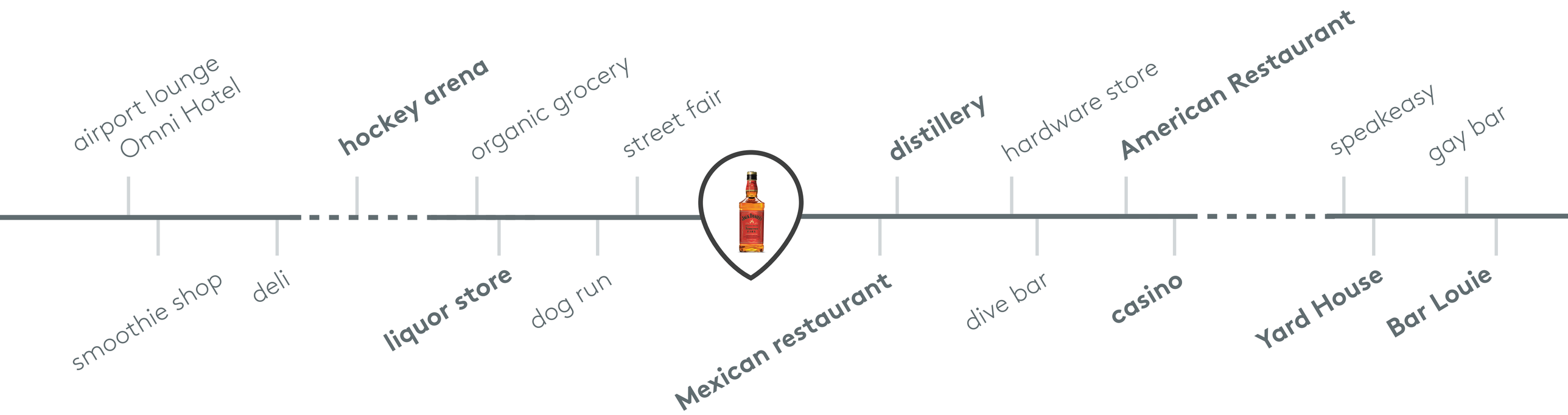

BROWN-FORMAN


FOURSQUARE



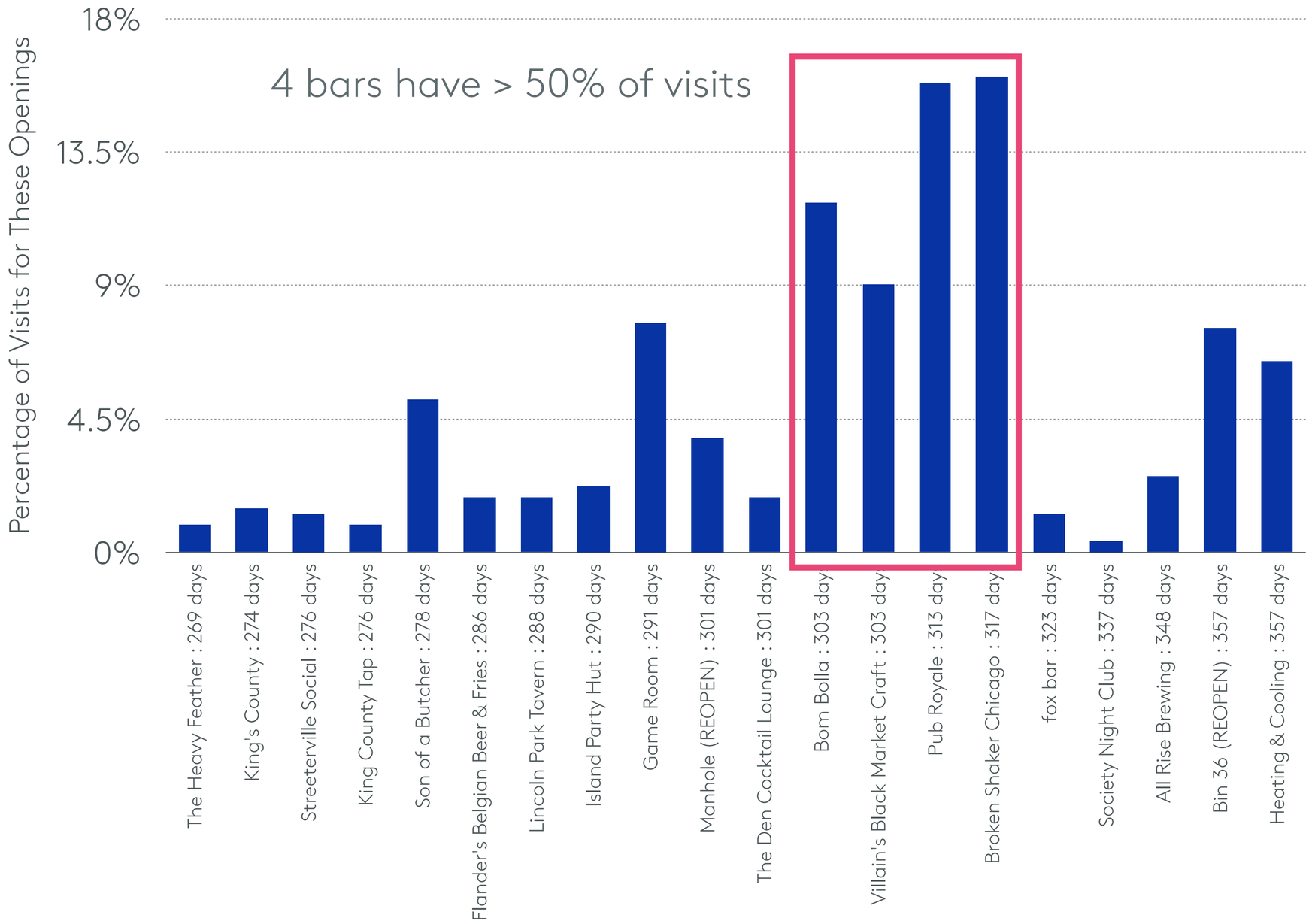
How can we utilize location data to understand whiskey drinkers?

A Day in the Life of a Whiskey Drinker



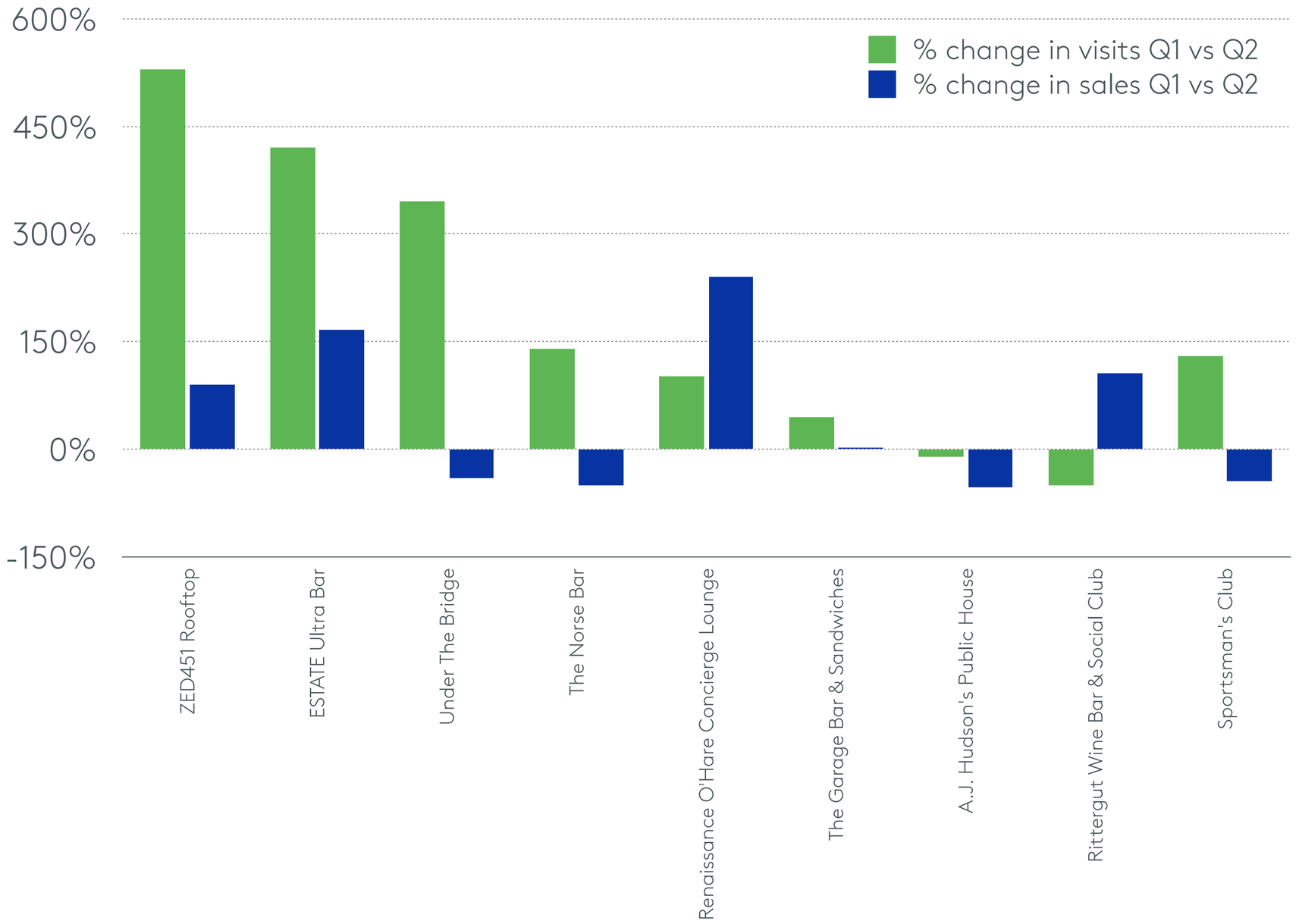

Which accounts in Chicago have recently opened or closed?
Which are capturing the most foot traffic?

New Opens & Visitor Impact



Nightlife locations, Chicago DMA. June visits - most recent 20 openings.

Example Comparison: Sales vs. Visits

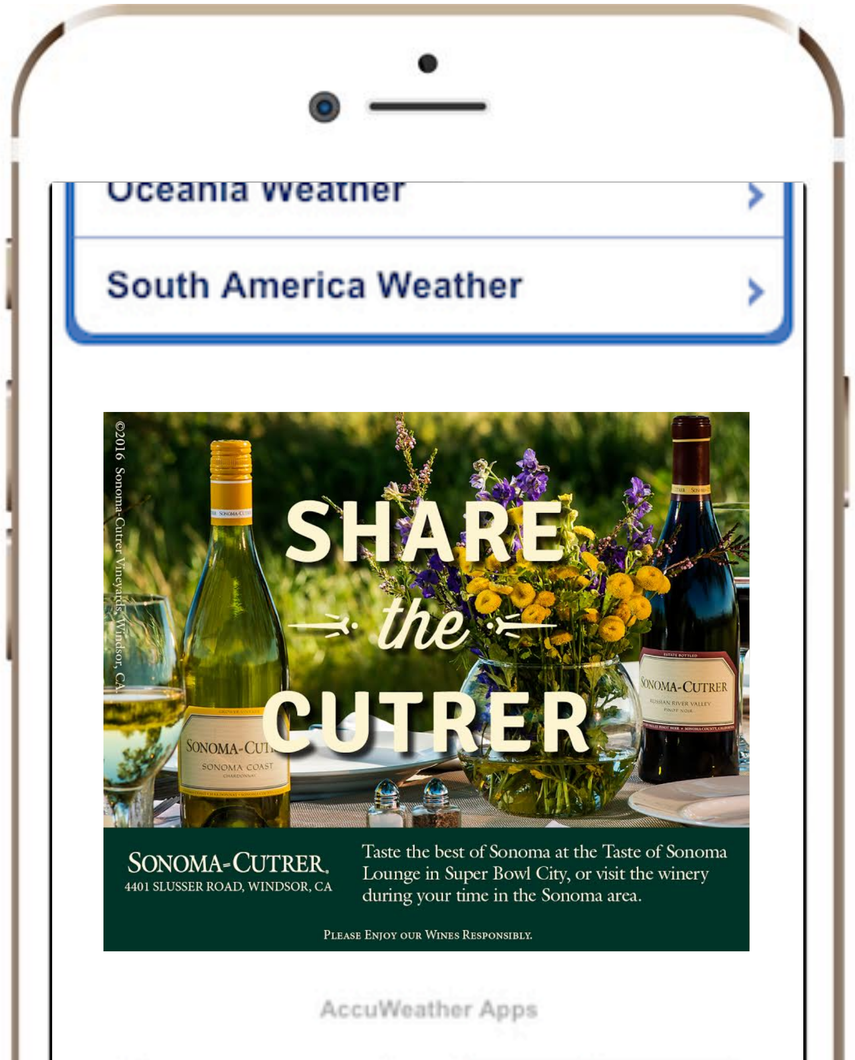


Nightlife locations, Chicago DMA. Sales/Visits percentage change Q1 vs. Q2 - largest deltas (*example)



Foursquare helps Brown Forman reach consumers in real world moments.

PINPOINT: Sonoma-Cutrer Campaign



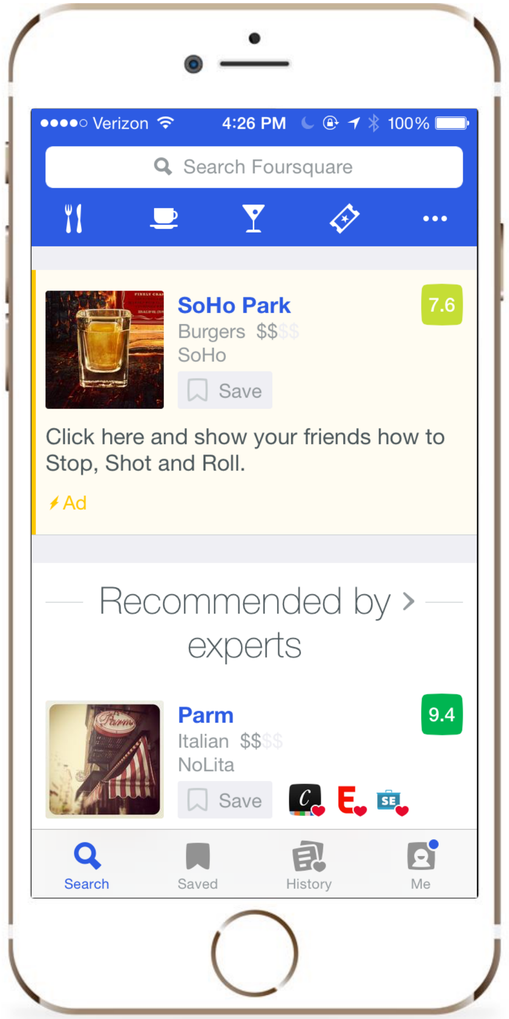
STRATEGY:

Reach frequenters to wine bars who aren't Foursquare or Swarm users

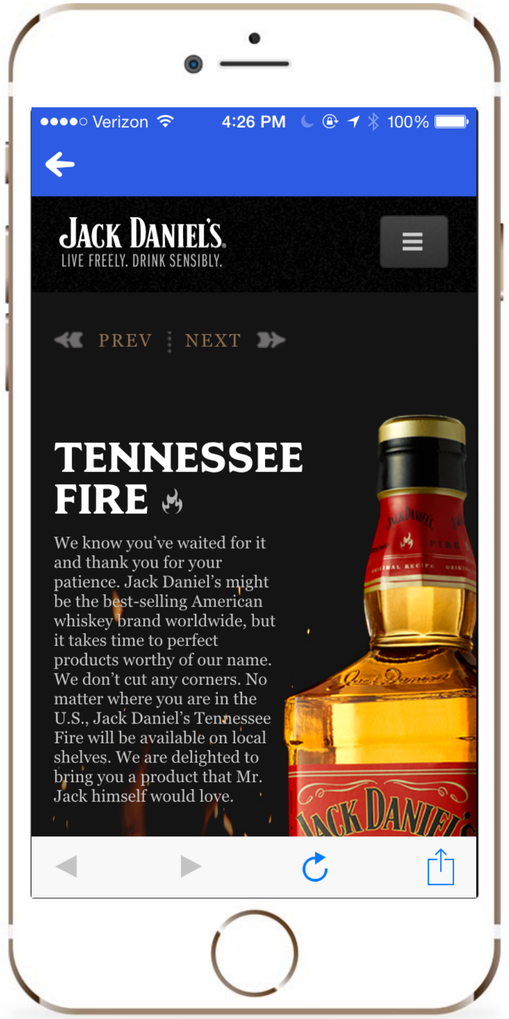
TOP PERFORMING CATEGORIES:

SPG Properties
Cycling Studios
Bed & Breakfast
Steakhouses
Yard House

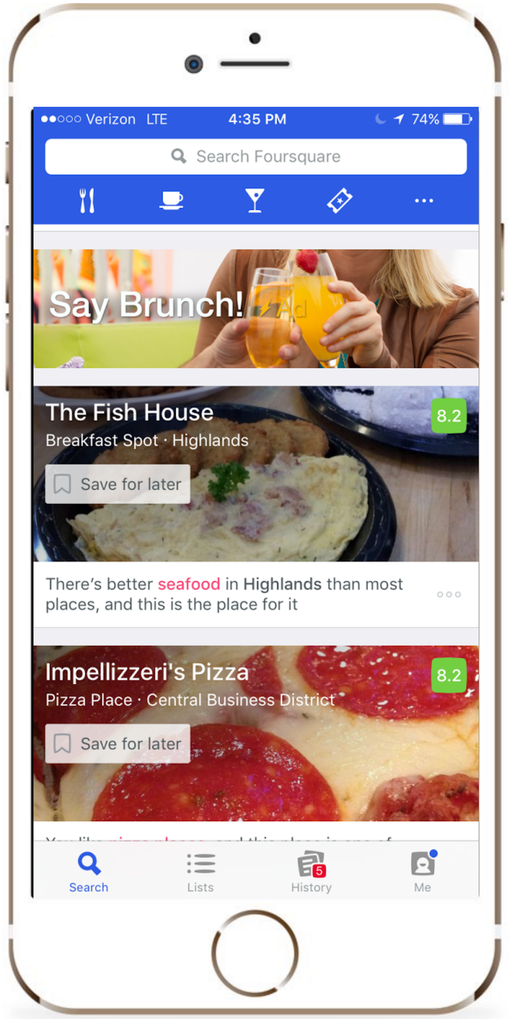
PROMOTED PLACES: Jack Fire

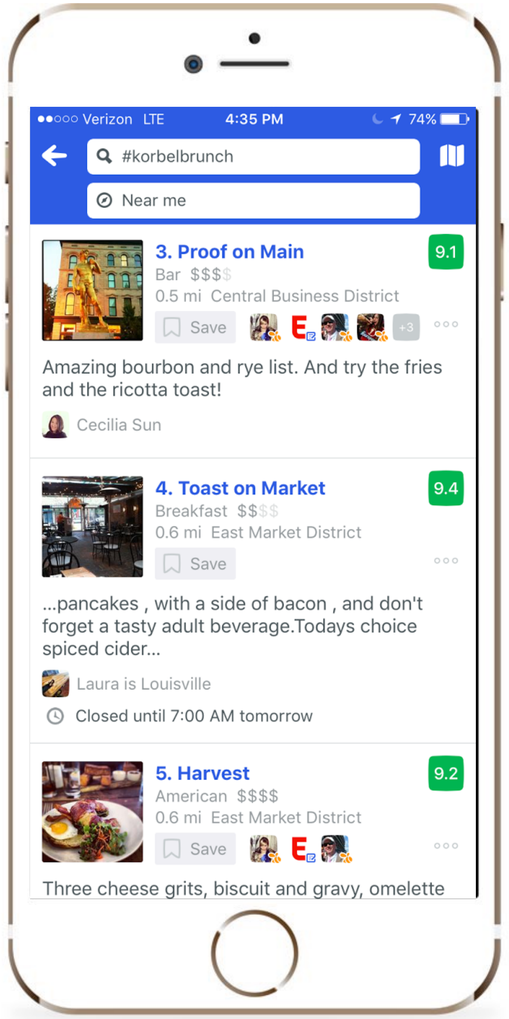






PROMOTED GUIDE: Korbel Brunch





STRATEGY:
Mine Foursquare's database to find the top and trending Brunch places

PERFORMANCE:
Drove visits to key accounts