

Part 1: Facebook Ad

Platform: Facebook

Main Text / Body Copy:

We're raising a glass to the women who know good bourbon! Whether you're dreaming up your favorite fall cocktail or sipping it neat, there's something special about women who choose Windows Distillery. Confident, sophisticated, and effortlessly cool... just like our bourbon.

This season, we're loving the Windows Black Manhattan made with our Batch One bourbon, it's the perfect pour for crisp fall evenings.

Headline: Our Fall Favorites are Perfect for YOU

Visual Concept Description:

With a rustic bar background, a cocktail glass sits with the Windows Black Manhattan with a small cocktail napkin sitting underneath. The rustic(ness) comes in to play from the bartop, and a semi blurry background with people laughing and drinking.

Call to Action (CTA): Find the recipe at Windowsdistillery.com/cocktails

Part 2: Instagram Ad

Platform: Instagram

Main Text / Body Copy:

Grab your best friends and join us for an unforgettable night! It's all about good company, rich flavors, and celebrating women who appreciate a great pour.

Whether you're a bourbon connoisseur or just bourbon-curious, this event is the perfect excuse to sip, learn about our best bourbons, and connect with your community.

Enjoy a guided tasting of Windows Distillery's favorite Batch One, crafted cocktails, and plenty of great conversation.

Headline: Want a Simple Night out with Great Drinks?

Visual Concept Description: Separated into 3 sections, top is a lineup of our products with Batch One the biggest and in the center, middle is the headline stylized and flowy font, and bottom section has the outside of the tasting venue.

Call to Action (CTA): Spots are limited so grab your tickets online now! Link in bio.

Part 3: Google Search Ads

Platform: Google Search

Headline 1: Windows Distillery | Award Winning Batch One Bourbon - For the Sophisticated

Headline 2: Order Batch One Bourbon - Windows Distillery

Headline 3: Bold and Uncommonly Smooth | Batch One Bourbon from Windows Distillery

Description 1: With Batch One bourbon you enter a world of confidence, one that welcomes you with open arms. Join the Windows Distillery journey in becoming the most confident versions of ourselves.

Description 2: For the ones who dream of something more, Batch One is the bourbon to get you there. The award winners from Windows Distillery are crafted to perfection, with the attention water quality you want. Pick up Batch One bourbon now.

Display URL: Windowsdistillery.com/batch-one/