Guided Marketing x Shipyard Pumpkinhead Social Media Campaign

Strategy:

Guided Marketing has built a dynamic social media presence for Shipyard Brewing to strengthen the power of Pumpkinhead – the #1 fall seasonal beer in New England. Our brand awareness campaign on social media has helped retain Pumpkinhead's market share in the fiercely competitive craft beer category.

Always on trend and shareable with friends, we create content that converts. During the last 2 Pumpkinhead Seasons, we've organically generated 345,000+ content interactions on Facebook, Instagram, and TikTok. Our success on social media keeps Pumpkinhead top of mind with consumers during the limited sales period.

These engagements aren't just limited to the digital space. We've brought the infamous Pumpkinhead Pete to life by documenting his adventures and building experiential marketing events like the Pumpkinhead Rave. Our fans have been so inspired by these efforts, they gladly carve giant jack-o-lanterns and wear them on their heads for our UGC campaigns.

Submission 1:

Pumpkinhead Gender Reveal
160,000+ likes | 22,000+ shares | 3,400+ comments | 14,000,000 views on Facebook

Submission 2:

Pumpkinhead Can Roll
25,900+ likes | 5,650 shares | 317 comments | 246,000 views on TikTok

Submission 3:

Pumpkinhead Bachelorette

Submission 4:

Pumpkinhead Rave

Submission 5:

Pumpkinhead UGC Sneaker Contest

Pumpkinhead User Generated Content:

