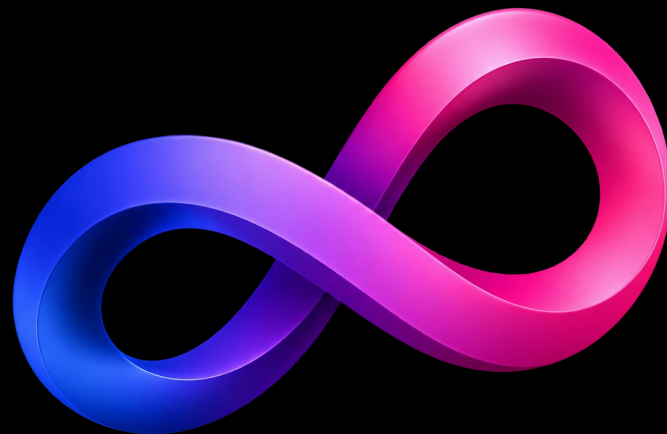


CASE STUDY

OAKSMITH GOLD

Turning a **new premium spirit**
into a **nightlife experience**.

3 CITIES • 3 EXPERIENCES • 1 IP



DRONYX

Ideas in Motion.

THE BRIEF

Put **Oaksmith Gold**
into the **party scene**.

Oaksmith Gold was entering as a more premium product.

The goal was to build awareness, create buzz, get young audiences to experience it, & make the product worth talking about.

OAKSMITH GOLD



DRONYX

THE IDEA

Oaksmith Club Nights

A new nightlife **IP built** around **Oaksmith Gold**.

HYDERABAD

Lakeside venue

Trance

PUNE

Rooftop venue

Hip-hop

GOA

Hilltop club

Mellow Hindi

The **venue, music and audience changed** city to city.
The **Oaksmith Gold** experience **stayed consistent**.

OAKSMITH GOLD

THE EXPERIENCE

The product wasn't just seen.
It was experienced.

Each **city** had a **signature drink** built around Oaksmith Gold.

Branded drink plaques helped guests discover the drinks and interact with the product.

- Japanese-inspired décor • Branded touchpoints
- Live music • Signature serves



OUR ROLE

From the IP, to the last thing on the ground.

- | | | |
|----|------------------------------|---|
| 01 | IP &
CREATIVE | Oaksmith Club Nights · event cards · plaques · illuminated assets |
| 02 | INFLUENCERS | ~30 influencers · barter & paid collabs · hampers · invites |
| 03 | PRODUCTION | Printing · vendors · branded assets · city-wise coordination |
| 04 | ON-GROUND | Branding · wristbands · artist requirements · guest experience |
| 05 | CONTENT | Directed event coverage and ensured key brand moments were captured |

THE RESULT

A premium nightlife experience, built at speed.

An IP built to make Oaksmith Gold part of the night, not just part of the bar.

3K+

Cumulative attendees

3

Cities

~30

Influencers

30

Days to execute



OAKSMITH GOLD