Bayou Rum I Social Media Proposal, Revised

Let the good times pour.

Southern hospitality, crafted in Louisiana. Presented by Syvrel.

The idea.

Bayou is the rum that shows up wherever people gather in the South: the backyard, the game, the long table. The account leads with Southern hospitality, mixology and the "let the good times roll" spirit. Louisiana roots and history stay in the story as a supporting layer.

The goal.

Reach beyond the current audience, bring in a new, younger legal-drinking-age audience, and make the account feel alive and unmistakably Bayou.

What we'll do.

- Mixology in action: short tutorials and close-ups of the serves.
- Southern hospitality and good times at the center of the feed.
- Seasonal moments, sports and game day.
- A stronger, more dynamic presence for the gator.
- Product and craft, with roots and history roughly every other month.

Where.

Instagram as the face of the brand. Pinterest reactivated as Bayou's recipe library.

How we'll measure it.

Reach, shares, follower growth and saves, with KPI targets set at kick-off.

Two packages, same approach

Monthly scope	Southern Spirit	Gator
Cadence	2 posts / week	3 posts / week
Instagram posts	8 4 video + 4 static	12 6 video + 6 static
Stories	Around 4	Around 4
Pinterest	Reactivation + management	Reactivation + management
Investment	€3,500 per month	€6,000 per month

Both include content production, strategy, design, motion, English copywriting, publishing, community management for Instagram and Pinterest, and a monthly results summary.

01 / The idea and objectives

Made for good company.

The strategy builds on what Bayou already stands for: Southern hospitality and the “let the good times roll” spirit, poured from Louisiana.

Bayou is made for good company, great serves and the moments that bring people together. That's what the account will lead with. Its Louisiana roots and American rum heritage give the brand depth, but they stay in a supporting role instead of pulling the focus to the past.

This is not a one-month campaign. It is a long-term content platform that gives everything we publish one clear voice and visual identity.

Objectives

Make Bayou easy to recognize.

One creative direction across every post, connecting mixology, product, lifestyle and the brand's story.

Reach beyond the current audience.

Video, shareable content and seasonal moments that introduce Bayou to new, younger legal-drinking-age audiences.

Make the account feel alive.

Move past a static, product-led feed with motion, more personality and a stronger presence for the gator.

Give existing assets a second life.

Rework current photography and distillery material into new edits and formats.

How we measure success

Reach

Brand discovery

Shares

Organic advocacy

Follower growth

Younger audience

Saves

Content value

KPI targets are set at kick-off from the account's baseline, and monthly results guide how we refine the content.

02 / Content pillars

Six pillars. One recognizable brand.

01

Mixology in action

Today's recipe videos are short AI clips of the finished drink. We'll show the craft behind each serve: short tutorials and close-ups of pours, ice, garnishes and ingredients. Built around the 5 main serves, plus new variations, so people have something worth saving and sharing.

Formats: Reels, recipe carousels, photography.

02

Southern hospitality and good times

The occasion goes at the heart of the brand. Friends gathering, relaxed hosting, shared tables and good food, with Bayou in the scene. The “let the good times roll” spirit, shown, not told.

Formats: Reels, lifestyle photography, static posts.

03

Seasonality, sports and game day

Seasonal moments already work for Bayou, and we'll keep them. Sports and game day aren't part of the account yet; we'd like to explore them as natural occasions for Bayou-style get-togethers.

Formats: Reels, photography, designed posts.

04

Gator and brand personality

The account often feels like “photo after photo.” We'll bring in more motion and design, with the gator showing up in more dynamic ways and presentations. Playful and brand-led, never borrowed from trending memes.

Formats: Motion design, static design, Reels.

05

Product and craft

Distillery material is used often, but always as static photography. We'll rework it with new angles and formats (carousels, animated collages, photo dumps, etc.) to show the character of each bottle and how it's made.

Formats: Carousels, photography, short video where it fits.

06

Roots and history

Bayou's Louisiana roots and American rum heritage, told through short, verified facts and anecdotes. A supporting layer that appears roughly every other month. Bayou's own copy lines close pieces across all pillars and become a signature for the account.

Formats: Carousels, motion design.

03 / Channels and management

Two channels. Two clear roles.

We actively manage two channels, each with a clear role.

Instagram: The face of the brand

Our main channel for discovery, storytelling and community. We handle the content plan, production, English copywriting, design, video editing, scheduling, publishing and community management.

Pinterest: The recipe library

We'll reactivate the channel and manage it as Bayou's long-term library of cocktail inspiration. Every mixology tutorial becomes a video Pin, accompanied by photos from the same productions, so each production keeps working long after its first post.

04 / Monthly content plan

A rhythm with room for personality.

Both packages follow the same mix, with an even balance of video (mixology Reels and motion pieces) and static posts or carousels. History and origins alternate monthly with product and craft, so they appear roughly every other month.

Southern Spirit Package

2 posts per week / 8 per month

Content pillar	Posts	Share	Formats
Mixology videos and serves	3	37.5%	2 Reels, 1 recipe carousel
Southern hospitality and good times	2	25%	1 Reel, 1 photo
Seasonality, sports and game day	1	12.5%	Design or photo
Gator and brand personality	1	12.5%	Motion piece
Product and craft / roots and history (alternating)	1	12.5%	Carousel
Total	8	100%	4 video, 4 static

Gator Package

3 posts per week / 12 per month

Content pillar	Posts	Share	Formats
Mixology videos and serves	4	33%	3 Reels, 1 recipe carousel
Southern hospitality and good times	3	25%	1 Reel, 2 photos
Seasonality, sports and game day	2	17%	1 Reel, 1 design
Gator and brand personality	2	17%	1 motion piece, 1 design
Product and craft / roots and history (alternating)	1	8%	Carousel
Total	12	100%	6 video, 6 static

The pillars can flex around relevant occasions and production opportunities while keeping the overall balance and monthly volume.

In both packages

Stories

Around 4 per month, built from existing feed material.

Pinterest

Every mixology tutorial published as a video Pin, with photos from the same productions.

Monthly results summary

Key indicators, learnings and what we'll adjust next.

05 / Production, tone and visual direction

More alive. More fun. Always Bayou.

We combine our own content production with approved brand materials, design, copywriting and editing. The gator, brand patterns and color palette keep every piece rooted in Bayou's visual world.

Visual direction

Video

Fast, energetic pacing; close-ups of ice, pours, garnishes and spices, with warm light.

People and moments

Real get-togethers and shared tables, with the bottle in the scene, not posing for it.

Design

Bayou's key visuals, White and Spiced patterns and brand typography, with large, concise on-screen text.

The gator

A stronger presence across the feed as a graphic and animated element.

Existing assets

Reworked with new crops, color, motion and formats so they feel fresh.

Production approach

A considered balance of real production and AI-assisted content, choosing the right approach for each concept and format.

Tone

- Warm and inviting, like a host who's glad you came.
- Humor, yes, but native to the brand, not borrowed from trending memes.
- History told as an anecdote, not a lesson.

What we avoid: palm trees and beach clichés, luxury aesthetics and bartender showmanship.

06 / Packages and investment

Two packages. Same approach.

The difference is volume. Choose the rhythm that fits Bayou.

2 posts per week

Southern Spirit Package

€3,500

per month

- 8 Instagram posts per month: 4 video and 4 static posts or carousels
- Around 4 Stories per month
- Pinterest reactivation and ongoing management

3 posts per week

Gator Package

€6,000

per month

- 12 Instagram posts per month: 6 video and 6 static posts or carousels
- Around 4 Stories per month
- Pinterest reactivation and ongoing management

The higher cadence gives Bayou a stronger, steadier presence, with more room for mixology, lifestyle, seasonal moments and brand personality each month.

Included in both packages

- Content production: mixology, product and lifestyle b-roll, produced by our team within the agreed scope.
- Strategy: content strategy, monthly content plan and KPI targets set at kick-off.
- Creation: design, motion, video editing and English copywriting.
- Publishing: scheduling and publishing on Instagram and Pinterest.
- Community management: Instagram and Pinterest.
- Monthly results summary.

Not included

- Paid media and boosting management. Ad spend is paid directly by the client.
- Facebook management or cross-posting.
- Larger or location shoots, travel, talent, creator fees and licensing.

Add-ons, quoted separately

- Additional content pieces, including extra content for peak months.
- Influencer sourcing and coordination.
- Dedicated or location photo and video shoots.

Terms

- 3-month minimum.
- Production needs product on hand: bottles should be sent to our team right after approval.
- Content is developed collaboratively with Stoli Group and Bayou Rum, combining our production with approved brand materials.
- Fees exclude applicable taxes and third-party costs.

07 / What success looks like

Unmistakably Bayou.

01

A Bayou account people recognize at a glance, built around one clear platform instead of isolated posts.

02

A feed with more reasons to watch, save and share, balancing video and static content.

03

Mixology, Southern hospitality and the gator giving the brand a personality of its own.

04

A Pinterest channel that keeps every production working as an evergreen recipe library.

05

Over time, a brand that feels relevant to a new generation of legal-drinking-age drinkers, while staying unmistakably Bayou.

Next step

Receive feedback, choose a package, then begin onboarding and planning.

Let's make cooler stuff.

Syvrel. × Bayou Rum

Let the good times pour.