ROGUE & RYE
STRATEGY CONSULTING

PRACTICAL STRATEGIES.
REAL EXECUTION.
MEASURABLE RESULTS.

IS YOUR BRAND READY FOR OND?

The OND Demand Capture System for Beverage Alcohol Brands

E-COMMERCE GROWTH | EMAIL & SMS RETENTION | GIFTING & CORPORATE | PAID MEDIA & RETAIL MEDIA | SUBSCRIPTIONS & LOYALTY | AI & DATA STRATEGY



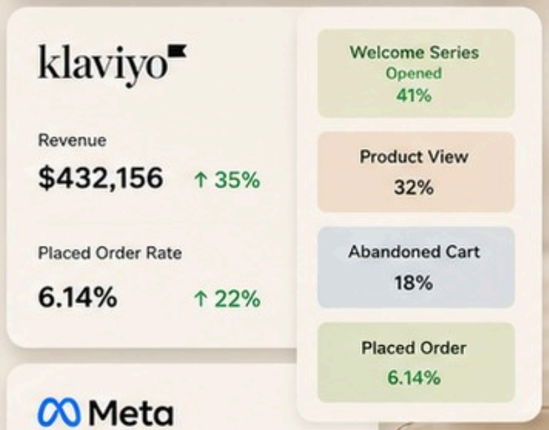
BRANDON CROCKETT
FOUNDER & CEO, ROGUE & RYE

Helping beverage alcohol brands build commercial systems that drive demand, revenue, and retail success.

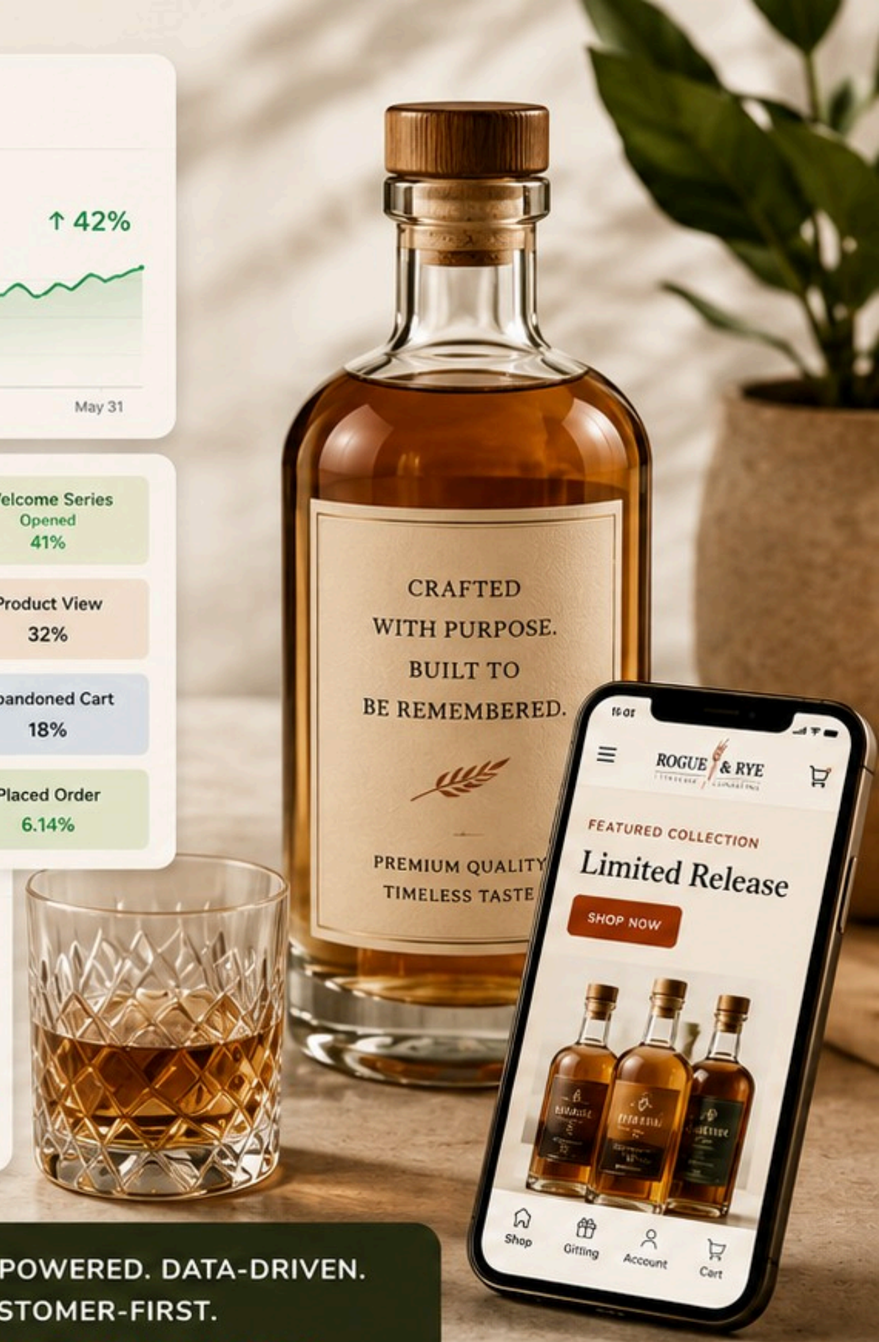
JUNE 24, 2026
12 PM ET

shopify | klaviyo | Meta









AI-POWERED. DATA-DRIVEN. CUSTOMER-FIRST.
BUILT TO WIN OND.

A Note on Perspective.

This isn't a holiday checklist. It's a practical look at how beverage alcohol brands can capture demand before, during, and after OND.

OPERATOR LENS

Ecommerce, retail, lifecycle, paid media, and fulfillment are connected.

BEVERAGE ALCOHOL REALITY

Compliance, distribution, gifting, and customer behavior shape what actually works.

EXECUTION BIAS

The goal is not more tactics. The goal is a system brands can actually run.



ROGUE & RYE
STRATEGY CONSULTING

Clear perspective. Practical strategy.
Systems that drive real commercial results.

A practical playbook to win OND.

In this session, we'll share the strategies, channels, and systems that help beverage alcohol brands capture demand and drive measurable results in the **most important quarter of the year.**

THE OND LANDSCAPE

What changed in the last 12 months-and what it means for your brand.

THE OND DEMAND CAPTURE SYSTEM

The end-to-end framework we use to turn demand into revenue.

CHANNEL& AUDIENCE PLAYBOOK

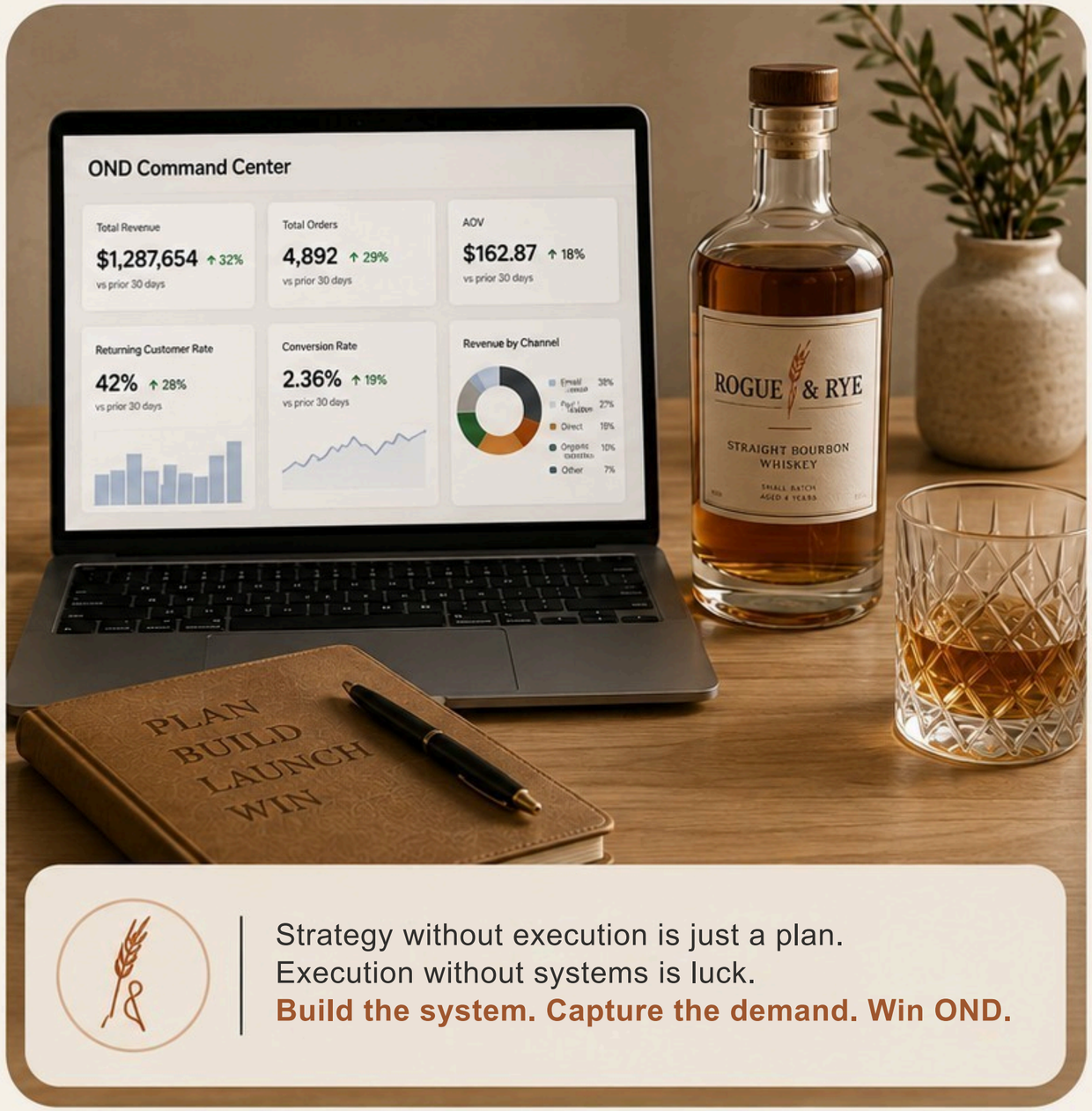
How to reach, convert, and retain the right buyers across every channel.

BUDGETS, CREATIVE & MEASUREMENT

Smart spending, creative that converts, and KPIsthat actually matter.

GIFTING, RETAIL LEVERAGE & GROWTH SYSTEMS

Programs that drive higher AOV, retail pull-through, and long-term value.



Strategy without execution is just a plan.
Execution without systems is luck.
Build the system. Capture the demand. Win OND.

Q4 Drives Disproportionate Demand and Long-Term Growth.

The OND quarter isn't just about holiday sales-it shapes customer behavior, sets the tone for the next year, and creates outsized impact across revenue, retention, and retail relationships.

~40%

OF ANNUAL REVENUE HAPPENS IN Q4

Q4 drives a disproportionate share of annual alcohol sales for most brands.

2- 3x

HIGHER CONVERSION INTENT IN Q4

Consumers are more open to buying, gifting, and trying new products.

30- 50%

NEW CUSTOMERS ACQUIRED IN Q4

OND is the biggest period for customer acquisition and future value.

2- 5x

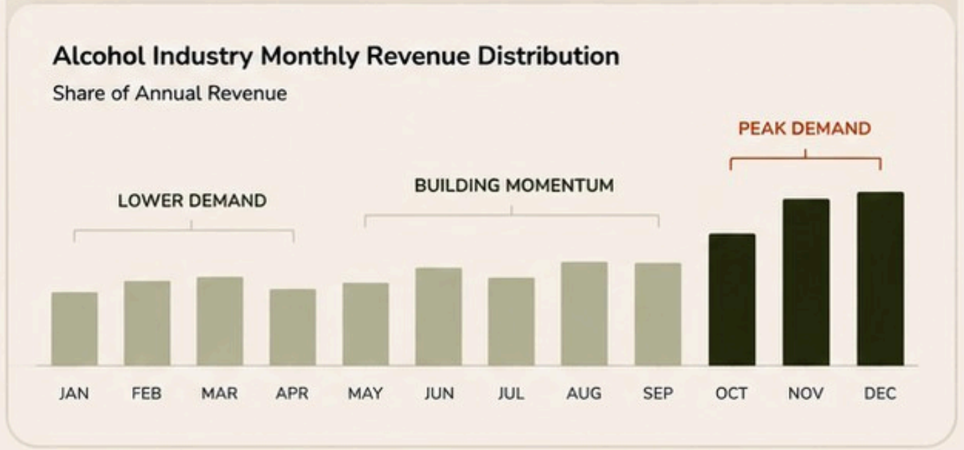
LONG-TERM VALUE FROM Q4 CUSTOMERS

Customers acquired in Q4 have significantly higher LTV over 12 months.

Q4 is not the finish line.
It's the launchpad for next year's growth.



Winning brands prepare early, capture demand, and turn Q4 into long-term, compounding growth.



Sources: NIQ, Bump Williams Consulting, eMarketer, Statista

The Rules Changed.
The Opportunity Expanded.



Consumer behavior, technology, and channel dynamics have shifted again. The brands that win OND in 2026 will adapt early-and build systems that capture demand wherever it shows up.

AI IS SHAPING DISCOVERY

Shoppers start with search, chat, and recommendations. Your product data, reviews, and content determine if you get surfaced.

PRODUCT DATA IS BECOMING DISTRIBUTION

Your PDP, content, and schema fuel AI answers, on-site search, retail sites, and marketplaces. Better data = more visibility, more often.

CORPORATE GIFTING IS A GROWING CHANNEL

B2B buyers expect curated options, personalization, and reliable fulfillment. Early planning wins larger share.

RETAIL & ECOMMERCE ARE CONVERGING

Shoppers move seamlessly between digital and physical. DTC data and insights now drive retail distribution and sell-through.

FIRST-PARTY DATA IS THE PERFORMANCE MOAT

Owning the relationship, understanding intent, and activating across channels delivers more conversion, retention, and LTV.

The brands that will win OND in 2026 don't chase every tactic.
They build connected systems that capture demand early and compound results long after the holidays.

THE OND DEMAND CAPTURE SYSTEM

A repeatable system that captures demand, converts more buyers, and builds lasting customer value-before, during, and after OND.

ONE SYSTEM.
SIX CONNECTED DISCIPLINES.

Each step fuels the next-creating a flywheel that captures more demand, delivers more value, and drives profitable growth across every season.



THE OUTCOME

MORE REVENUE
Capture more buyers and increase lifetime value.

STRONGER LOYALTY
Build deeper relationships that drive repeat purchase.

HIGHER PROFITABILITY
Improve efficiency, AOV, and margin across channels.

SUSTAINABLE GROWTH
A system that compounds well beyond OND.

The Four OND Buyers

Different motivations. Diferent moments. One opportunity: show up with the right experience at every stage of their journey.

Winners meet buyers where they are— and earn the occasion.

01



GIFT BUYER

Thoughtful. Intentional. Value-Seeking.

WHAT DRIVES THEM

- Looking for the perfect gift
- Values premium quality and presentation
- Shops early to avoid stress and delays
- Seeks convenience and confidence

HOW TO WIN

Make gifting easy with curated options, beautiful packaging, and clear delivery promises.

02



HOST

Impressive. Prepared. Experience-Led.

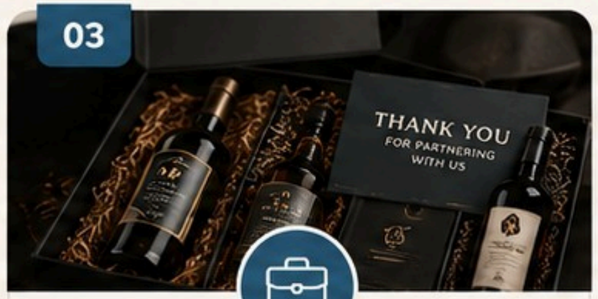
WHAT DRIVES THEM

- Wants to elevate their gatherings
- Looks for best-in-class products
- Seeks inspiration and recommendations
- Values fast, reliable fulfillment

HOW TO WIN

Inspire with seasonal collections, recipes, and pairing ideas that build confidence.

03



CORPORATE BUYER

Relationship-Driven. Impact-Focused.

WHAT DRIVES THEM

- Rewards clients and employees
- Needs scale, quality, and reliability
- Values branding and personalization
- Plans well ahead for the holidays

HOW TO WIN

Offer white-glove experiences, customization, and dedicated account support.

04



RETAIL SHOPPER

Convenience-Seeking. Deal-Aware.

WHAT DRIVES THEM

- Shops what's familiar and available
- Influenced by pricing and promotions
- Values speed and convenience
- Often makes last-minute decisions

HOW TO WIN

Ensure availability, clear offers, and easy paths to purchase in the moments that matter.



Corporate Gifting Is a B2B Channel, Not a Holiday Promo.

Winning brands treat corporate gifting like a program- not a one-off. Plan early, execute with precision, and turn recipients into future customers.

AUGUST
Build the foundation.
Create your gift page, offer tiers, branding, and fulfillment rules.

SEPTEMBER
Start the outreach.
Identify target accounts, build lists, and send samples.

OCTOBER
Close early-bird orders.
Promote deadlines and secure volume before the rush.

NOVEMBER
Personalize and prep.
Finalize personalization, confirm inventory, and lock in fulfillment.

DECEMBER
Execute and deliver.
Manage last-call orders, local delivery, retail pickup, and support.

JANUARY
Convert recipients. Follow up.
Drive new customer conversion and keep the relationship going.

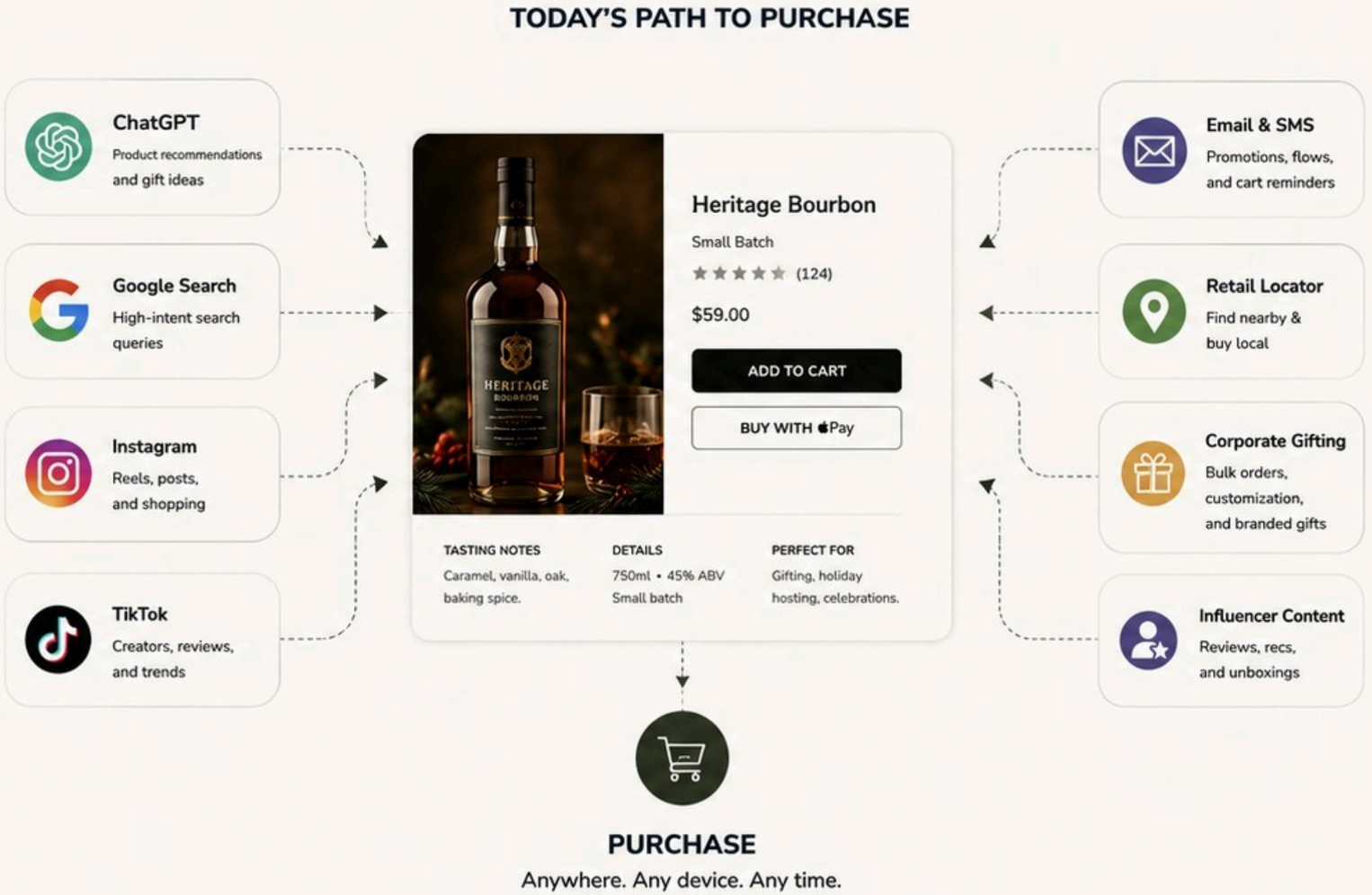
The Death of the Homepage.

Most OND customers will never start on your homepage.

Discovery is fragmented. Customers arrive from more places, with higher intent, and expect answers instantly.

If your brand isn't optimized for these entry points, you're invisible at the moments that matter most.

Discovery is now fragmented.
The homepage is no longer the front door.



74% of shoppers use multiple touchpoints before making a purchase.
Source: Salesforce

>50% of OND sales are influenced by off-site discovery.
Source: Profitero

Winners show up across every entry point—and convert when it counts.

Your Product Page Is Now Training Data.

Every word, image, spec, and review on your PDP teaches algorithms what your product is, who it's for, and when to recommend it.

Great PDPs don't just convert shoppers- they power discovery everywhere.

Your PDP doesn't just sell. It teaches AI how to sell.

ONE PAGE. MANY OUTPUTS.



Heritage Bourbon

Small Batch

★★★★★ (124)

$59.00

Caramel, vanilla, oak, and baking spice with a smooth, warm finish.

750ml • 45% ABV • Kentucky

TASTING NOTES
Caramel, vanilla, oak, baking spice.

PERFECT FOR
Gifting, holiday hosting, celebrations.

REVIEWS (124)
★★★★★
"Incredible flavor and a beautiful bottle."
– Verified Buyer

ADD TO CART

DATA SIGNALS CAPTURED

- Product attributes
- Imagery & visual context
- Reviews & sentiment
- Keywords & entities
- Occasions & use cases
- Audience relevance

ChatGPT
Recommends your product in answers and gift ideas

Google Search
Understands your product and ranks it higher

Meta Platforms
Shows your product to the right audience at the right time

Klaviyo
Uses your data to personalize flows and recommendations

Retail Media
Targets high-intent shoppers on retailer sites and apps

Marketplaces
Improves visibility and conversion across channels

The more complete and compelling your PDP, the more opportunities AI creates to sell for you.

Consumers Don't Shop Channels. They Shop Occasions.

The occasion creates intent.
Channels are just the path.

Today's shoppers move fluidly across platforms, seeking ideas, validation, and convenience—then buying where it makes the most sense.

Win OND by showing up in the moments that matter most.

Map to the moment.
Show up everywhere.
Convert when it counts.

THE OCCASIONS DRIVING OND



THANKSGIVING
Gatherings, gratitude, and premium hosting.



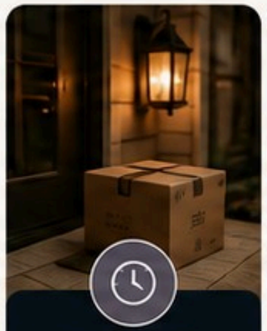
HOLIDAY PARTIES
Celebrate, impress, and make it memorable.



CORPORATE GIFTING
Relationships, recognition, and year-end impact.



HOST GIFTS
Thoughtful, easy to bring, always appreciated.



LAST MINUTE
Convenience, speed, and peace of mind.



NEW YEAR'S EVE
Celebrate the moment and start the year right.

THE PATHS THEY TAKE

SEARCH
Google, Bing, YouTube

AI & CHAT
ChatGPT, Perplexity, Claude

SOCIAL
Instagram, TikTok, Pinterest

EMAIL & SMS
Promotions, newsletters, flows

RETAIL & RETAIL MEDIA
Retailer sites, ads, in-store

DIRECT & REFERRALS
Brand site, word of mouth

CREATORS & INFLUENCERS
Reviews, unboxings, recommendations

MARKETPLACES
Amazon, Drizly, Gopuff, etc.

PURCHASE
Any channel.
One decision.
The right moment.

73% of consumers use multiple channels during their holiday shopping journey.
Source: Salesforce

Lifecycle Flows That Drive OND Results.

The right message, at the right moment, across the right channel. These OND-specific flows turn interest into revenue-and buyers into long-term customers.

GIFT GUIDE WELCOME FLOW
Capture early demand with curated guides, inspiration, and personalized recommendations.

AUG – SEPT

EARLY ACCESS FLOW
Reward subscribers and VIPs with early access, exclusive drops, and limited allocations.

SEPT – OCT

SHIPPING DEADLINE FLOW
Reduce risk and drive conversion with clear shipping cutoffs, order-by dates, and urgency.

OCT – DEC

CART ABANDONMENT (WITH GIFT LOGIC)
Recover carts with gift-focused messaging, social proof, and alternative shipping/pickup options.

OCT – DEC

POST-PURCHASE REASSURANCE FLOW
Keep buyers confident with order updates, fulfillment timelines, and gifting tips.

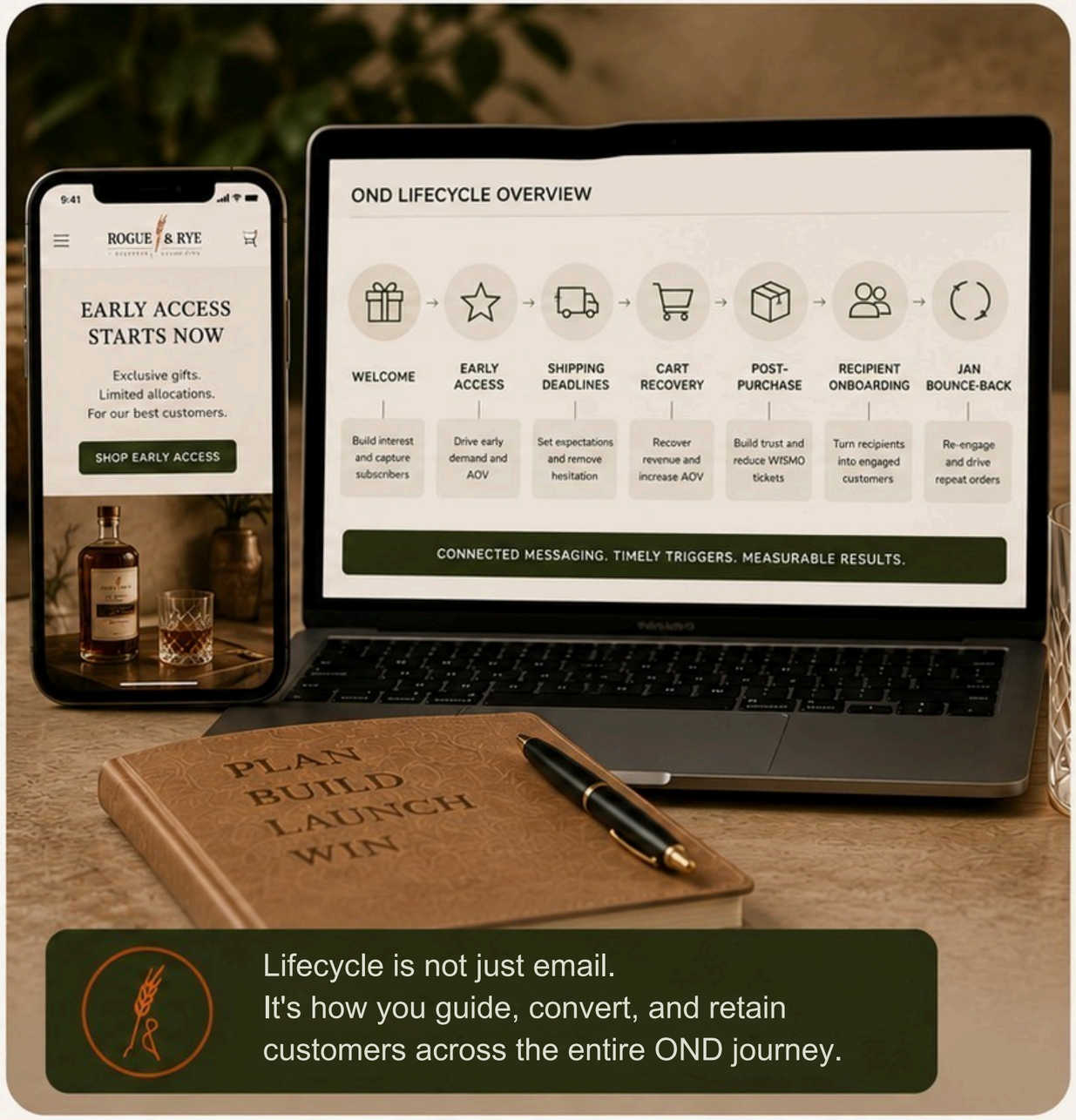
OCT – DEC

GIFT RECIPIENT ONBOARDING FLOW
Introduce recipients to your brand, encourage profile creation, and inspire a first purchase.

DEC – JAN

JANUARY BOUNCE-BACK FLOW
Bring holiday buyers back with thank-you offers, product education, and new year incentives.

JAN – FEB



Your OND Success Starts Before October.

Winning brands don't wait for Q4 to begin.
Use this timeline to plan, build, launch, and scale-
so you capture demand at every stage of the season.



AUGUST
AUDIT & PLAN

- Audit site, PDPs & offers
- Review inventory & supply
- Audit lifecycle & data
- Assess corporate gifting readiness
- Build OND strategy & budget

SEPTEMBER
BUILD & PREPARE

- Build gift collections & bundles
- Create offers & promotions
- Build / review email & SMS flows
- Create landing pages & PDP content
- Prepare corporate gifting outreach

OCTOBER
LAUNCH EARLY

- Launch early access for subscribers
- Activate paid & creator campaigns
- Turn on key lifecycle flows
- Promote corporate gifting deadlines
- Test, learn, iterate

NOVEMBER
SCALE & OPTIMIZE

- Scale winning ads & audiences
- Increase email & SMS depth
- Push corporate gifting & bulk order deadlines
- Optimize PDPs, offers & conversion
- Monitor KPIs daily

DECEMBER
CONVERT URGENCY

- Lean into shipping deadlines & urgency
- Feature last-minute gift solutions
- Promote local pickup & near-me options
- Maximize email, SMS & site merchandising
- Capture late demand

JANUARY
RETAIN & RE-ENGAGE

- Welcome & onboard gift recipients
- Re-engage holiday buyers
- Launch win-back & restock campaigns
- Encourage reviews & UGC
- Plan for Q1 momentum

The best time to win OND is now.
Build the plan. Build the systems. **Capture the demand.**

Early preparation creates outsized results.

Measure what moves the needle. Win what matters.

OND is more than ROAS. The strongest brands track revenue today, demand created, and value tomorrow to make smarter decisions all season long.



BEYOND VANITY METRICS

These metrics connect your efforts across channels, teams, and systems—so you can act with confidence.



Measure what helps you decide what to do next.

Better decisions. Better results.

REVENUE METRICS

Track performance that drives profit.

- Sales
- Average Order Value (AOV)
- Gross Margin
- Conversion Rate
- Shipping Cost
- Contribution Margin

DEMAND METRICS

Track the demand you create and capture.

- Email / SMS Growth
- Gift Guide Opt-Ins
- Retail Locator Clicks
- Zip-Code Demand (Search & Sales)
- PDP Conversion Rate
- Add-to-Cart Rate

FUTURE VALUE METRICS

Track value that compounds well beyond Q4.

- New Customers Acquired
- Gift Recipients Captured (First-Party Data)
- Corporate Leads / Accounts
- Club / Membership Signups
- Q1 Repeat Purchase Rate
- Retail Support Signals (Sell-Through & Distribution)



The brands that win OND treat measurement as a competitive advantage.
Connect the dots. See the whole picture. Win the quarter.

Most Brands Are Solving the Wrong Problem.

Many brands treat OND like a traffic challenge. But the real opportunity is not getting more attention. It is building a better system to capture demand when it shows up.

Most Brands Focus On

- More traffic
- Bigger discounts
- More emails
- More posts
- More impressions

This creates activity. Not necessarily better outcomes.

Winning Brands Focus On

- Better offer architecture
- Better PDPS
- Better lifecycle timing
- Better customer data
- Better conversion & retention

This creates a system that captures and compounds demand.



OND is not a traffic problem. It is a demand-capture problem.

The brands that win are not always louder. They are usually better prepared.

The Playbook Is Clear. The Advantage Is Execution.

OND success isn't about doing more.
It's about doing what matters most,
with excellence, every step of the way.

Follow the journey. Focus on full-funnel impact.
Build for the moments that matter.

Strategy sets the direction.
Execution creates the difference.
Excellence wins OND.

YOUR OND ADVANTAGE ROADMAP

1. **KNOW YOUR CUSTOMER** — Deep understanding of audiences, occasions, and motivations.
2. **CREATE RELEVANT CONNECTIONS** — Compelling stories and offers that show up in the right moments.
3. **MAKE DISCOVERY EASY** — Be present across every channel and surface where decisions begin.
4. **DRIVE CONVERSION EVERYWHERE** — Remove friction and make purchase easy at every step.
5. **DELIVER VALUE THAT LASTS** — Exceed expectations and turn buyers into loyal fans.
6. **MEASURE, LEARN, IMPROVE** — Optimize continuously and compound your advantage year after year.

OUR COMMITMENTS

- **CUSTOMER FIRST** — Everything starts and ends with the customer.
- **DATA-INFORMED** — We make decisions based on insights, not assumptions.
- **AGILE & ACCOUNTABLE** — We move fast, adapt faster, and own our outcomes.
- **FULL-FUNNEL FOCUS** — We optimize for total impact, not isolated metrics.
- **EXCELLENCE ALWAYS** — Great is the baseline. Excellence is the expectation.

> The brands that win OND don't just participate.
> They prepare, show up, and deliver—when it matters most.

Start now.
Execute relentlessly.
Win OND.

OND is your biggest opportunity of the year.
This playbook is your roadmap. Execution is your advantage. The moment is now.

Plan early. Activate intelligently.
Measure completely. Win decisively.

AI Workflows Beverage Brands Can Use Today.

AI isn't the future. It's your unfair advantage right now.

These practical workflows save time, improve performance, and help you win OND.

Work smarter. Move faster.
Win more.

AI won't replace your team.
But teams that use AI
will replace teams that don't.

TURN AI INTO YOUR OND ADVANTAGE

1. PRODUCT PAGE AUDIT AGENT

AI reviews your digital shelf and finds what's holding you back.

- PDP content & structure
- Reviews & ratings analysis
- SEO & keyword gaps
- AI discoverability score
- Actionable recommendations

AI SCORE
78 /100
OPPORTUNITY
High
View Recommendations →

2. CONTENT ENGINE

Create high-performing content at scale across every channel.

- Reels & short-form video
- Email campaigns
- SMS & push messages
- Blog & SEO content
- Retail & sales support materials

Reels
Email
SMS
Blog
Retail Kit

3. DISTRIBUTOR BRIEFING AGENT

Turn data into insights that help your partners sell more.

- Market demand reports
- Retail support materials
- Sales summaries
- Top opportunities
- Action recommendations

MARKET DEMAND REPORT
Your Brand – Northeast
Top Opportunity
Gift Packs
+23% vs LY

4. OND COMMAND CENTER

Your weekly cockpit for decisions that drive results.

- Sales & revenue
- AOV & conversion
- Inventory & fulfillment
- Creative performance
- Channel & campaign insights

One dashboard. All your decisions.



Creative Is The Targeting.

Meta's algorithm no longer rewards who you target. It rewards what you create.

In 2026, performance comes from signal-rich creative, strong offers, and seamless experiences-not audience hacks.

Stop targeting people.
Start earning attention.



THE SHIFT: FROM AUDIENCE TARGETING TO CREATIVE SIGNALS

OLD META
AUDIENCE IS THE TARGET

TARGETING
Layer interests, behaviors, demographics, and exclusions.

AUDIENCE HACKS
Stack interests and narrow audiences to find winners.

INTEREST STACKS
Use complex combinations to reach niche segments.

LOOKALIKE AUDIENCES
Find people similar to your best customers.

MANUAL OPTIMIZATION
Constant testing and tweaking to improve results.

OUTCOME
Inconsistent performance. Constant changes. Rising costs. Limited scale.

NEW META
CREATIVE IS THE TARGET

CREATIVE
Signals intent through hooks, formats, message, and visual storytelling.

OFFERS
Clear value, urgency, and relevance drive action.

SIGNALS
First-party data, engagements, and on-platform behavior inform delivery.

LANDING PAGES
Seamless, fast, and aligned with the ad promise.

AI LEARNING
Meta's AI finds the right people based on performance signals.

OUTCOME
Lower costs. Higher conversion. Greater scale. Sustainable growth.

Meta's AI is brilliant.
But it can only learn from the signals you give it.

Better creative = stronger signals → Stronger signals = better learning → Better learning = better performance → Better performance = lower costs & scale

The OND Creative Matrix. Right Message. Right Moment. Right Buyer.

Match the offer, hook, creative, and landing experience to the buyer and the occasion.

Relevance at every step drives discovery, conversion, and loyalty.



The brands that win align every touchpoint to the buyer and the moment that matters. **Relevance compounds.**

A CLEAR MESSAGE FOR EVERY BUYER. A BETTER EXPERIENCE FOR EVERY OCCASION.

GIFT / BUYER	OFFER	HOOK	CREATIVE	LANDING PAGE
GIFT BUYER Buying for someone else.	Curated gift sets, personalization, premier packaging, free gift note.	"Make their moment unforgettable." "The perfect gift, delivered."	Beautiful product shots, lifestyle gifting scenes, unboxing, packaging details.	Gifting collection, filter by occasion, price, recipient. Easy add-to-cart.
CORPORATE BUYER Buying for clients, partners, or teams.	Bulk pricing, custom branding, concierge service, on-time delivery.	"Thank clients. Strengthen relationships." "Gifts that represent your brand."	Sophisticated, premium brand imagery, embossing, corporate gifting in authentic settings.	Corporate gifting hub, volume calculator, lead form, case studies.
HOST Buying for a pathering or event.	Party packs, mixology bundles, limited editions, fast ship.	"Set the bar for every gathering." "More cheers. Less stress."	Friends celebrating, serves & cocktails, recipe ideas, real-life moments.	Occasion page (holiday, party, game day), cocktail inspo, bundle builder.
RETAIL SHOPPER Buying for themselves.	Everyday value, subscriptions, new arrivals, exclusives to try.	"Discover your new favorite." "Quality you can enjoy anytime."	Product-first, clean and bold, benefits led, real reviews and UGC.	Best sellers, new arrivals, taste finder, reviews, easy reorder.



Relevance is the new performance driver.
When the message, creative, and experience match the moment, everything gets easier.

More discovery → Higher conversion → Stronger loyalty → More lifetime value

What Winning Creative Looks Like.

Great creative doesn't shout.
It connects, communicates, and makes the next step obvious.

The best OND creative follows principles-not formulas.

Make it clear. Make it relevant.
Make it easy to say yes.

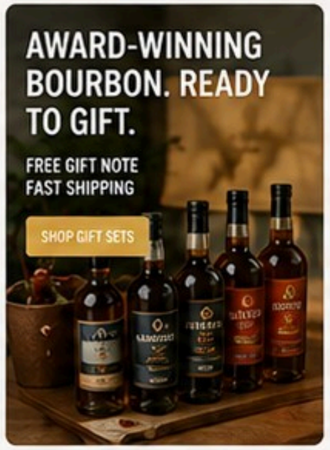
Winning creative is simple, specific, and made for the moment.

PRINCIPLES BEHIND CREATIVE THAT CONVERTS

1. CLARITY WINS

Clear message. Clear benefit. Zero guesswork.

GOOD EXAMPLE



Immediate understanding of what's being offered and why it matters.

2. OCCASION WINS

Tie the message to a specific moment.

GOOD EXAMPLE



Connects to the "why now" and the reason to buy.

3. PEOPLE WIN

Show real people. Real moments. Real joy.

GOOD EXAMPLE



People see themselves in it. Emotion drives action.

4. UTILITY WINS

Highlight what makes their life easier.

GOOD EXAMPLE

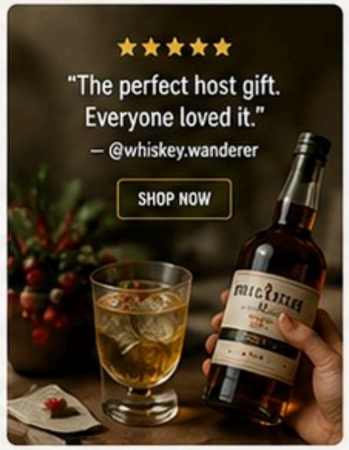


Remove friction. Make the right choice feel like the easy choice.

5. UGC WINS

Real voices build more trust than brand voices.

GOOD EXAMPLE



Social proof and real experiences create instant credibility.

THE WINNING CREATIVE FORMULA

GRAB ATTENTION in the first 2 seconds + DELIVER A CLEAR MESSAGE + CREATE AN EMOTIONAL CONNECTION + MAKE THE NEXT STEP OBVIOUS = DRIVE ACTION AND RESULTS

Ecommerce Is Retail Support. It's How Demand Becomes Distribution.

Your DTC store isn't just a sales channel. It's a demand engine for the entire distribution ecosystem.

Every order, search, and zip code is a signal that helps get your product on more shelves, in more places, faster.

Ecommerce isn't competing with retail.
Ecommerce is creating demand for retail

Build online demand.
Prove offline value.
Win everywhere.

HOW DTC ACTIVITY FUELS RETAIL GROWTH

1. DTC ORDERS
Customers buy online from anywhere.

Every order is a real signal of demand.



2. ZIP CODE DEMAND
We aggregate orders by location.

Demand heat maps reveal high-potential markets.



3. RETAIL LOCATOR CLICKS
Local shoppers look for your product nearby.

Locator clicks show intent to buy in specific areas.



4. DISTRIBUTOR INTEREST
You share insights with partners.

We provide data that makes the case for distribution.



5. NEW PLACEMENTS
Products get on more shelves.

More doors open based on proven demand.



6. VELOCITY
Local availability drives faster sell-through.

Stronger velocity leads to reorders and expansion.



7. MORE RETAIL EVERYWHERE
The flywheel spins and grows.

More demand.
More distribution.
More growth.



THE RESULT: A STRONGER, SMARTER DISTRIBUTION ECOSYSTEM

- Better data for everyone
- Smarter market prioritization
- Stronger cases for retailers
- More placements & availability
- Higher sales & velocity
- Happier customers. Stronger brand.

What Winning Brands Are Doing Differently.

The gap isn't budget.
It's systems, timing, and focus.

Winners don't just participate in OND. They build an engine that compounds every year.

OND isn't a campaign.
OND isn't a campaign.
It's a system.

Build it early.
Build it right.
Win bigger.

AVERAGE BRAND	WINNING BRAND
Starts planning in October Rushed, reactive, and late to market.	**Starts planning in August** Early, intentional, and prepared to win.
Runs holiday discounts Competes on price and erodes margin.	**Builds gifting systems** Creates value, bundles, and tiered offers.
Measures ROAS Short-term view that ignores long-term value.	**Measures customer value** Focuses on LTV, repeat purchase, and retention.
Uses generic creative Product shots and promos that blend in.	**Creates occasion-based creative** Speaks to moments, emotions, and buyers.
Focuses on traffic Chases clicks and cheap reach.	**Focuses on conversion & retention** Builds experiences that turn into loyalty.
Rents data Depends on platforms and third parties.	**Owns first-party data** Builds direct relationships and preference.
Uses AI for copy Small, isolated tasks with little impact.	**Uses AI for execution** End-to-end workflows that save time and scale.
One-and-done mindset Acquires customers and hopes for the best.	**Lifecycle mindset** Welcomes, nurtures, re-engages, and retains.
Sees DTC and retail as separate Missed opportunities and channel conflict.	**Uses DTC to accelerate retail** Creates demand that drives shelf space.

Small differences in approach. Huge differences in results.

+20–40%	+30–60%	+2–3x	Stronger
Higher AOV	Higher Repeat Rate	Higher LTV	Retail Velocity

The OND Readiness Scorecard.

Rate your brand across 10 critical areas that drive OND success.

Be honest. The goal isn't a perfect score- it's identifying the biggest opportunities to grow.

Small improvements in every category create massive lifts during OND.



Use this scorecard to find your gaps, **prioritize what matters most, and build your 30-day plan.**

RATE YOUR READINESS (1–5)

1 = Not Started 3 = In Progress 5 = Best in Class

CATEGORY	WHAT GOOD LOOKS LIKE	YOUR SCORE				
		1	2	3	4	5
OFFERS & BUNDLES	Clear gifting offers, bundles, and tiered options for every buyer.					
PDP READINESS	PDPs are complete, compelling, and optimized for discovery.					
EMAIL & SMS	List is segmented, flows are automated, and content is relevant.					
CORPORATE GIFTING	Dedicated program, easy ordering, and premium experience.					
RETAIL SUPPORT	Ecommerce drives retail demand and distributor engagement.					
AI WORKFLOWS	AI is used for content, insights, personalization, and automation.					
CREATIVE ASSETS	Occasion-based creative that connects and converts.					
INVENTORY & FULFILLMENT	Stock, delivery, and packaging are ready for peak demand.					
MEASUREMENT	Tracking is clean, dashboards are clear, and KPIs drive action.					
RETENTION STRATEGY	Lifecycle flows, loyalty programs, and experiences in place.					

40–50
READY TO WIN
You have a strong foundation.
Optimize and go win OND.

30–39
NEEDS ATTENTION
You're on the right track.
Focus on your biggest gaps.

UNDER 30
SIGNIFICANT REVENUE LEAKS
You're leaving money on the table.
Build the foundation now.

What Beverage Alcohol Brands Will Look Like in 2030.

The channel, the consumer, and the technology are evolving fast.

The brands that build smarter systems today will own the next decade.

This isn't about tactics.
It's about building what lasts.



The future belongs to brands that build connections, own their data, and win every occasion.

FROM TRANSACTIONAL CHANNELS TO INTELLIGENT ECOSYSTEMS

2020 BRAND

WEBSITE
A digital brochure with limited functionality.

INSTAGRAM
Primary social channel for awareness.

DISTRIBUTOR
The gatekeeper to retail shelves.

EMAIL
One-way communication sent in batches.

2030 BRAND

AI DISCOVERABLE
Optimized for AI search, voice, and predictive discovery.

RETAIL MEDIA ENABLED
Integrated into retailer media networks and data ecosystems.

FIRST-PARTY DATA ENGINE
Unified customer profiles powering personalization and growth.

CREATOR ECOSYSTEM
Always-on content and advocacy that drives demand.

CORPORATE GIFTING CHANNEL
A dedicated, profitable channel built for scale.

MEMBERSHIP ECOSYSTEM
Exclusive perks, early access, and community-driven loyalty.

RETAIL INTELLIGENCE
Real-time insights that shape assortments and opportunities.

LIFECYCLE AUTOMATION
Right message, right moment, across every customer touchpoint.

The brands that build these systems now will own the next decade.

The Next Competitive Advantage Isn't More Media.

It's Better Systems.

The brands that build smarter systems today will capture more demand, more often, from more places — and never miss a moment.



Your 30-Day OND Action Plan.

Winning OND doesn't happen by accident. It happens by planning early and executing with focus.

Use this 4-week plan to audit, build, launch, and optimize your demand capture system.

The brands that start now will finish strong.

Start small.
Move fast.
Keep compounding.

A 4-WEEK PLAN TO WIN OND

WEEK 1 — AUDIT

- Review top PDPs
- Check inventory
- Review email flows
- Review creative assets
- Review gifting readiness
- Review offer strategy
- Analyze past OND data

WEEK 2 — BUILD

- Create gift collections
- Build corporate gifting page
- Refresh PDPs
- Update landing pages
- Create offer architecture
- Set up lifecycle flows
- Brief internal team

WEEK 3 — LAUNCH

- Turn on campaigns
- Activate lifecycle flows
- Launch gifting outreach
- Brief retail partners
- Begin creative testing
- Monitor early signals
- Adjust as needed

WEEK 4 — OPTIMIZE

- Reallocate spend
- Kill losing creative
- Double down on winners
- Review inventory
- Optimize PDPs & offers
- Analyze performance
- Plan next wave

Small actions now create massive leverage in Q4.

Progress beats perfection. Consistency beats intensity.

The 7 Takeaways.

OND has changed.
The opportunity is bigger.
The window is shorter.

These seven truths will guide every decision you make between now and December.

Execution beats strategy.

Start now.
Win OND.

1. **DISCOVERY HAS CHANGED.**
   Shoppers find products everywhere. Be present in the moments that matter.
2. **CONSUMERS SHOP OCCASIONS.**
   Meet them with relevant offers, bundles, and messaging for every occasion.
3. **PDPS ARE MORE IMPORTANT THAN EVER.**
   Your PDPs are training data for AI, search, and conversion.
4. **CORPORATE GIFTING IS UNDERUTILIZED.**
   It's high-value, relationship-driven revenue waiting to be captured.
5. **LIFECYCLE DRIVES PROFITABILITY.**
   Retention, repeat purchase, and lifetime value beat one-time wins.
6. **AI ACCELERATES EXECUTION.**
   Use AI to personalize, create, test, and optimize at scale.
7. **START EARLIER THAN EVERYONE ELSE.**
   The brands that win OND start now—not in October.

Focus on the few things that move the needle.
Everything else is noise.

Questions?

Let's talk about what winning OND looks like for your brand.

Your market is unique.
Your plan should be too.

Better systems.
Better results.

Let’s build a plan that captures every opportunity this OND.

