

BUSHMILLS®
IRISH WHISKEY

OCTOBER 2023

CONTENT CALENDAR



eidigital.com

OCTOBER 2023

CONTENT STRATEGY

Brand KPIs

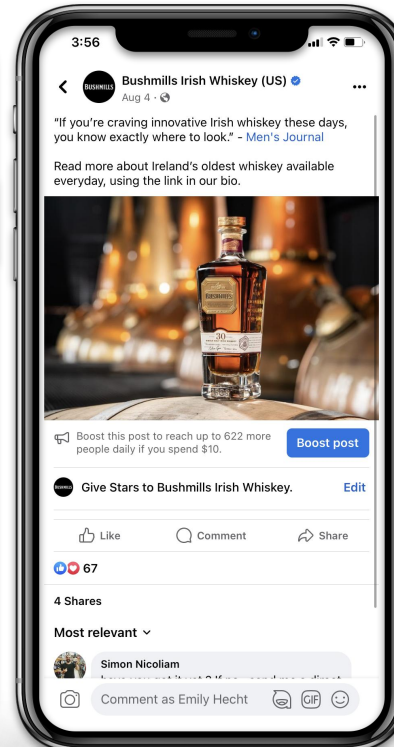
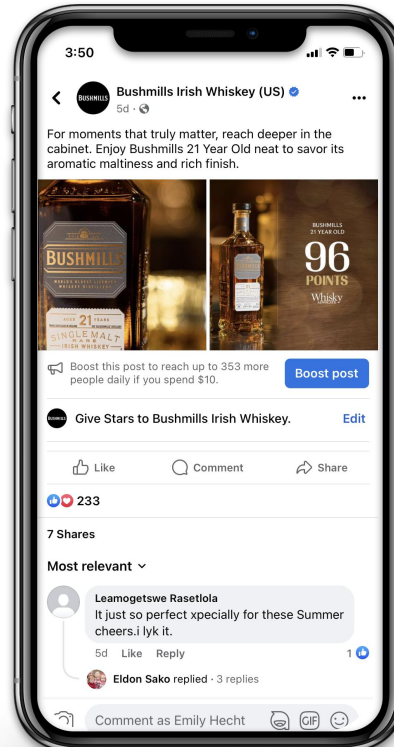
- Brand Awareness
- Engagement

Content Pillars

- Campaign
- Product
- Cocktails
- Heritage

Campaigns / Tentpoles / Cultural Moments

- Golf Campaign (Ongoing)
- Halloween (10/31)
- International Coffee Day (10/1)
- Irish Coffee Campaign (TBD)



OCTOBER

CONTENT OVERVIEW

CAMPAIGN

Golf Lifestyle

- In-Feed
- Stories

CAMPAIGN POST COUNT: 2

PRODUCT

10 Y0 Lifestyle

- In-Feed

Original Whiskey Lifestyle

- In-Feed

Fall Aesthetic

- Stories

Blackbush Whiskey

- In-Feed

PRODUCT POST COUNT: 4

COCKTAILS

Bloody Black Bush // Halloween

- In-Feed

Birmingham Lads

- In-Feed

International Coffee Day

- In-Feed

COCKTAILS POST COUNT: 3

HERITAGE

Visit Our Distillery

- In-Feed

Alex Thomas Quote

- In-Feed

What Do People Say About Our Distillery?

- IGS

HERITAGE POST COUNT: 3

OCTOBER 2023

CALENDAR AT-A-GLANCE

Posts

- Campaign (2)
- Product (2)
- Cocktails (4)
- Heritage (4)

SUN	MON	TUE	WED	THUR	FRI	SAT
1 International Coffee Day (Feed + Stories)	2	3	4	5	6 Golf Lifestyle (Feed + Stories)	7
8	9	10	11 10 YO Product Highlight (Feed)	12 Original Product Highlight (Feed)	13	14
15	16	17 Cocktail Highlight (Feed)	18	19 Lifestyle Highlight (Stories)	20 Distillery Highlight (Feed)	21
22	23 Heritage Highlight (Feed)	24	25 Product Highlight (Feed)	26	27 What Do People Say About Our Distillery? (Stories)	28
29	30	31 Cocktail Highlight (Feed)				



SUNDAY, OCTOBER 1ST

INTERNATIONAL COFFEE DAY

REELS

CAPTION

What does your Irish coffee say about you? Celebrate #InternationalCoffeeDay with one of three variations of the classic cocktail.

INSTAGRAM HASHTAGS

#Bushmills #BushmillsOriginal
#IrishCoffee #SingleMaltWhiskey
#WhiskeyLovers #SingleMalt #Whiskey



FRIDAY, OCTOBER 6TH

GOLF LIFESTYLE

Instagram, Facebook, Twitter

CAPTION

"Just one more weekend." Tag the person in your golf group chat who's most likely to shoot this text in October.

ALT CAPTION

Good swings, better company, and some of Ireland's finest single malt whiskey. Is there a finer fall weekend?

ALT CAPTION

Squeezing in one more golf weekend while it's still warm outside?

INSTAGRAM HASHTAGS

#Bushmills #Bushmills10Y0
#SingleMaltWhiskey #WhiskeyLovers
#SingleMalt #Whiskey



Instagram Stories



WEDNESDAY, OCTOBER 11TH

10 YO PRODUCT HIGHLIGHT

Instagram, Facebook, Twitter

CAPTION

Aged for a decade so that your first taste of Bushmills 10 Year Old Single Malt is a resounding, "Yes".

INSTAGRAM HASHTAGS

#Bushmills #Bushmills10YO
#SingleMaltWhiskey
#WhiskeyLovers #SingleMalt
#Whiskey



THURSDAY, OCTOBER 12TH

PRODUCT HIGHLIGHT

Instagram, Facebook, Twitter

CAPTION

Every adventure deserves a bold and smooth companion.

INSTAGRAM HASHTAGS

#Bushmills #BushmillsOriginal
#SingleMaltWhiskey
#WhiskeyLovers #SingleMalt
#Whiskey

CAROUSEL



TUESDAY, OCTOBER 17TH

COCKTAIL HIGHLIGHT BIRMINGHAM LADS

Instagram, Facebook, Twitter

CAPTION

Fancy a round of Bushmills to keep warm this fall? Birmingham Lads has quite a proper taste, innit?

ALT CAPTION

Tommy Shelby personally requested the Birmingham Lads cocktail be poured at the Garrison this autumn. We'd all be wise to oblige.

INSTAGRAM HASHTAGS

#Bushmills #Bushmills16Y0
#SingleMaltWhiskey #WhiskeyLovers
#SingleMalt #Whiskey



BUSHMILLS BIRMINGHAM LADS

INGREDIENTS

1.5 Parts Bushmills® Prohibition Recipe
¾ Part Oweys Rum
3 Dashes of Angostura Bitters
2 Dashes of Orange Bitters
1 Sugar Cube
Orange Twist
Cherry

DIRECTIONS

In a mixing glass, add all bitters atop sugar cube and muddle until it forms a paste. Add Bushmills and Rum. Add ice and stir for 10 seconds. Strain in iced rocks glass. Garnish with orange twist and cherry.



FRIDAY, OCTOBER 20TH

HERITAGE

Instagram, Facebook, Twitter

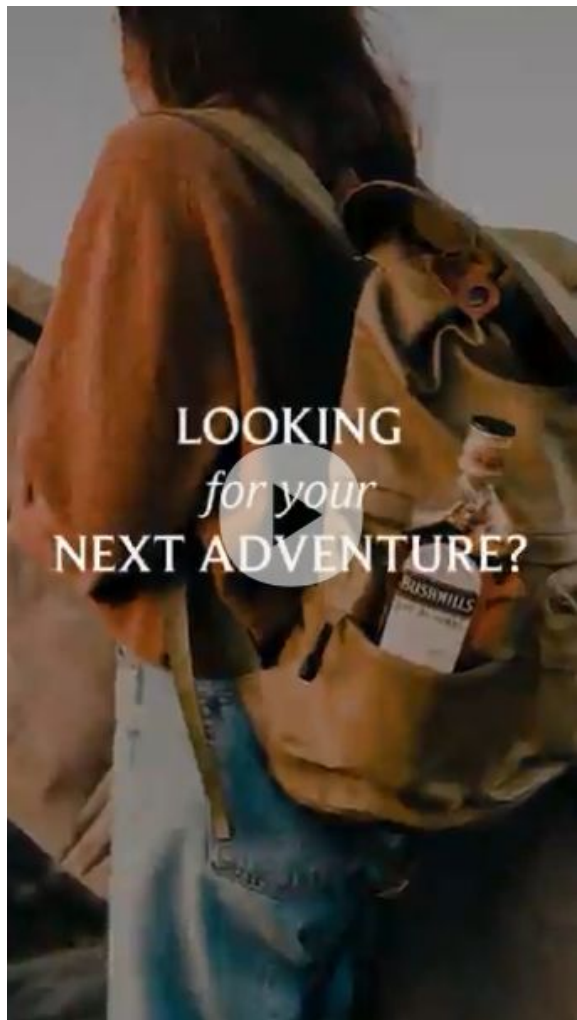
CAPTION

What better way to celebrate the “season of nature” than visiting our distillery in Ireland this fall?

Book your tour using the link in our bio.

INSTAGRAM HASHTAGS

#Bushmills #BushmillsDistillery
#SingleMaltWhiskey #WhiskeyLovers
#SingleMalt #Whiskey



MONDAY, OCTOBER 23RD

HERITAGE

Instagram, Facebook, Twitter

CAPTION

"It's been our infatuation and constant preoccupation since 1608, and we've always gone out of our way to make sure our casks are of exceptional quality." - Master Blender, Alex Thomas.

TAG

@bushmillssextonalex

INSTAGRAM HASHTAGS

#Bushmills #BushmillsIrishWhiskey
#SingleMaltWhiskey #WhiskeyLovers
#SingleMalt #Whiskey



"We are meticulous and uncompromising when it comes to the wood we put our whiskey into."

Alex Thomas

WEDNESDAY, OCTOBER 25TH

FALL LIFESTYLE

Instagram, Facebook, Twitter

CAPTION

Just because we blend in,
doesn't mean we can't stand
out. #FollowNoOne

INSTAGRAM HASHTAGS

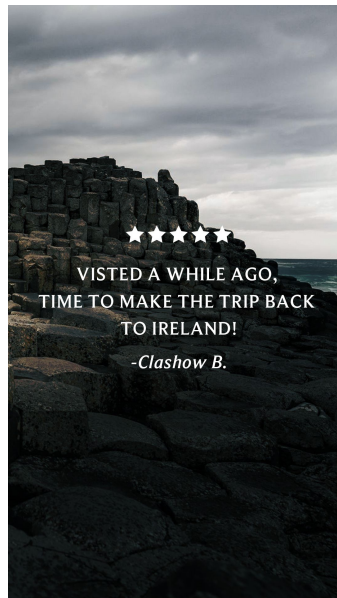
#Bushmills #BushmillsBlackBush
#SingleMaltWhiskey
#WhiskeyLovers #SingleMalt
#Whiskey



FRIDAY, OCTOBER 27TH

WHAT DO PEOPLE SAY ABOUT OUR DISTILLERY? (PART 2)

Instagram Stories



TUESDAY, OCTOBER 31ST

HALLOWEEN

Instagram, Facebook, Twitter

CAPTION

Before #Halloween, before All Hallows Eve, even before All Saints Day, there was the ancient Celtic festival of Samhain.

It's during this festival, a celebration of the summer's last harvest, that spirits were believed to walk the earth. In honor of traditions both old and new, enjoy our Bloody Black Bush made with blackberries, fresh orange juice and red vermouth.

FIRST COMMENT

50ml Black Bush
50ml orange juice
50ml red vermouth
35ml berry syrup
1 handful of blackberries
1 orange wedge
Ice cubes

Pour all ingredients into an iced rocks glass and stir.
Garnish with an orange wedge and berries.

INSTAGRAM HASHTAGS

#Bushmills #BushmillsBlackBush #SingleMaltWhiskey
#WhiskeyLovers #SingleMalt #Whiskey

