

FOR BEVERAGE BRANDS

drive in-store
momentum through
the influence of
everyday creators.

hummingbirds



what we do + why it matters

we help beverage brands
activate everyday creators
(aka hummingbirds) to
build awareness and buzz
—in the exact retailers your
customers shop.

**85% OF WOMEN DRIVE HOUSEHOLD
PURCHASE DECISIONS**

FORBES

**MILLENNIALS = HIGHEST
BUYING POWER**

BUSINESS INSIDER

**2+ HOURS/DAY SPENT
ON SOCIAL**

STATISTA

**84% OF MILLENNIALS DON'T
TRUST TRADITIONAL ADS**

IMPACT.COM

**92% TRUST RECS FROM
PEOPLE THEY KNOW**

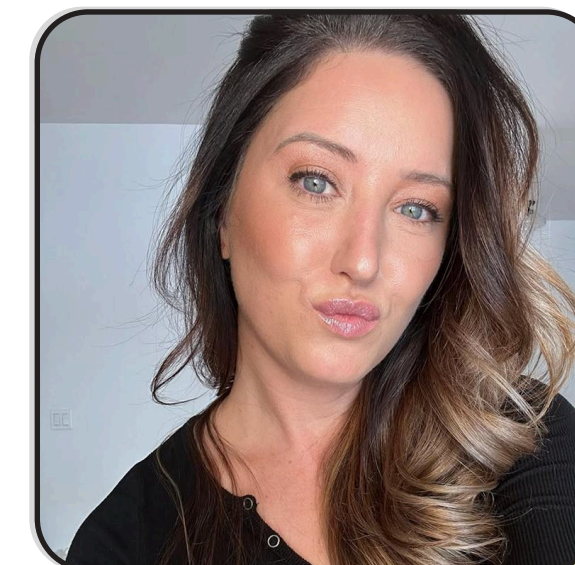
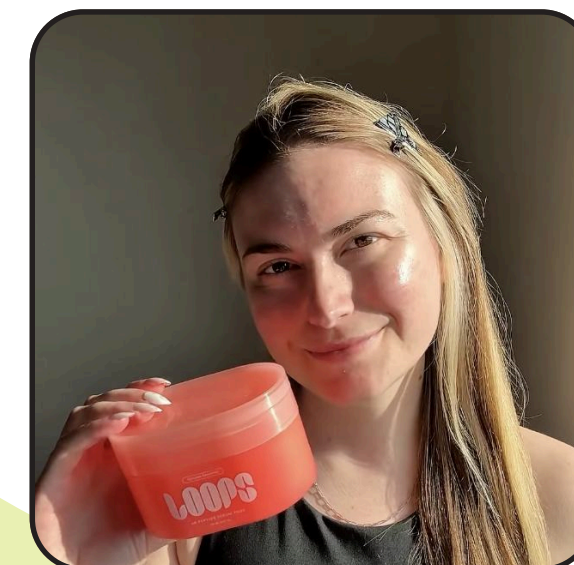
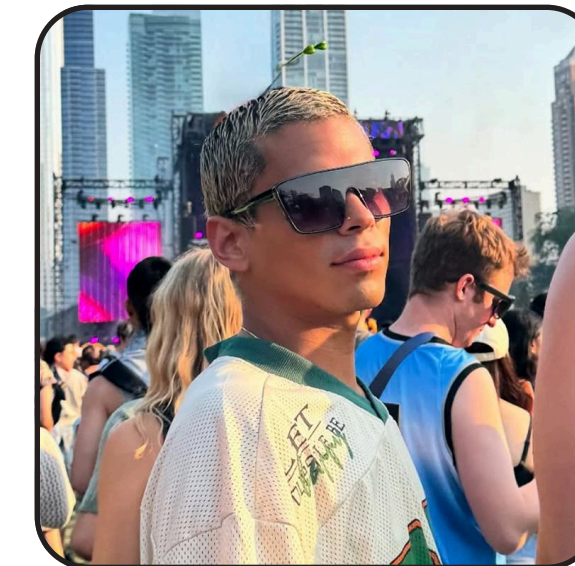
NIELSEN

real people. real
recommendations. real
impact— where it matters.

HUMMINGBIRDS ARE EVERYDAY CREATORS—STUDENTS,
PARENTS, PROFESSIONALS, AND SOCIAL SINGLES—UNIFIED
BY THEIR LOVE OF DISCOVERING NEW BRANDS AT PLACES
LIKE SPROUTS, TARGET, COSTCO AND MORE!

- AUTHENTIC VOICES
- HYPERLOCAL INFLUENCE
- RETAIL DISCOVERY MAGIC
- CITY-SPECIFIC REACH

with 25k+ creators across 30 cities
and counting, your beverage brand
becomes part of real conversations in
the exact places your products live.



everyday creators vs. influencers

everyday creators

peer-to-peer trust

hyperlocal following

share real recs irl

get perks, not payment

not full-time creators

feels like recs

influencers

polished broadcast reach

global/niche audience

create stylized content

paid campaigns

influencing is their job

feels like ads

case study



- AUG 8 - 26, 2025
- 70 CREATORS SELECTED
- OPEN TO 8 CITIES

BRAND GOAL:

generate brand awareness to promote Lemon Perfect's newly refreshed flavors at Hy-Vee

CAMPAIGN NAME:

🍋 still squeezing the day – meet the refreshed lemon perfect at hy-vee 💧

182k+

POTENTIAL REACH

43.7k+

REEL VIEWS

2.8k+

ENGAGEMENTS



MEGAN FROM KANSAS CITY

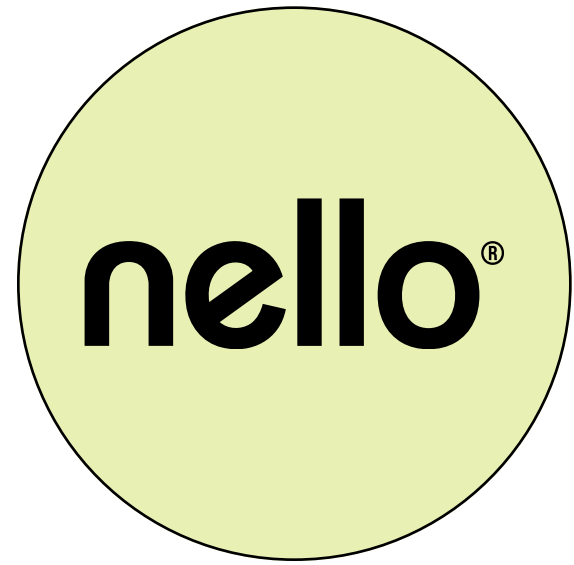


MEHER AND MAHIRA FROM IOWA CITY/CEDAR RAPIDS



JILL FROM MADISON

case study



- JUL 18 - 29, 2025
- 50 CREATORS SELECTED
- OPEN TO 25 CITIES

BRAND GOAL:

generate authentic UGC to promote Nello's Superclam is now at Target

CAMPAIGN NAME:

🌿 take a deep breath—
supercalm is here at
target 🎯💧

225k
POTENTIAL REACH

29.1k+
REEL VIEWS

1.5k+
ENGAGEMENTS



ANDREA FROM DES MOINES



KATE FROM DES MOINES



ALANY FROM ATLANTA

case study



- AUG 21 - SEP 2, 2025
- 30 CREATORS SELECTED
- OPEN TO 27 CITIES

106k+

POTENTIAL REACH

12.7k+

REEL VIEWS

824+

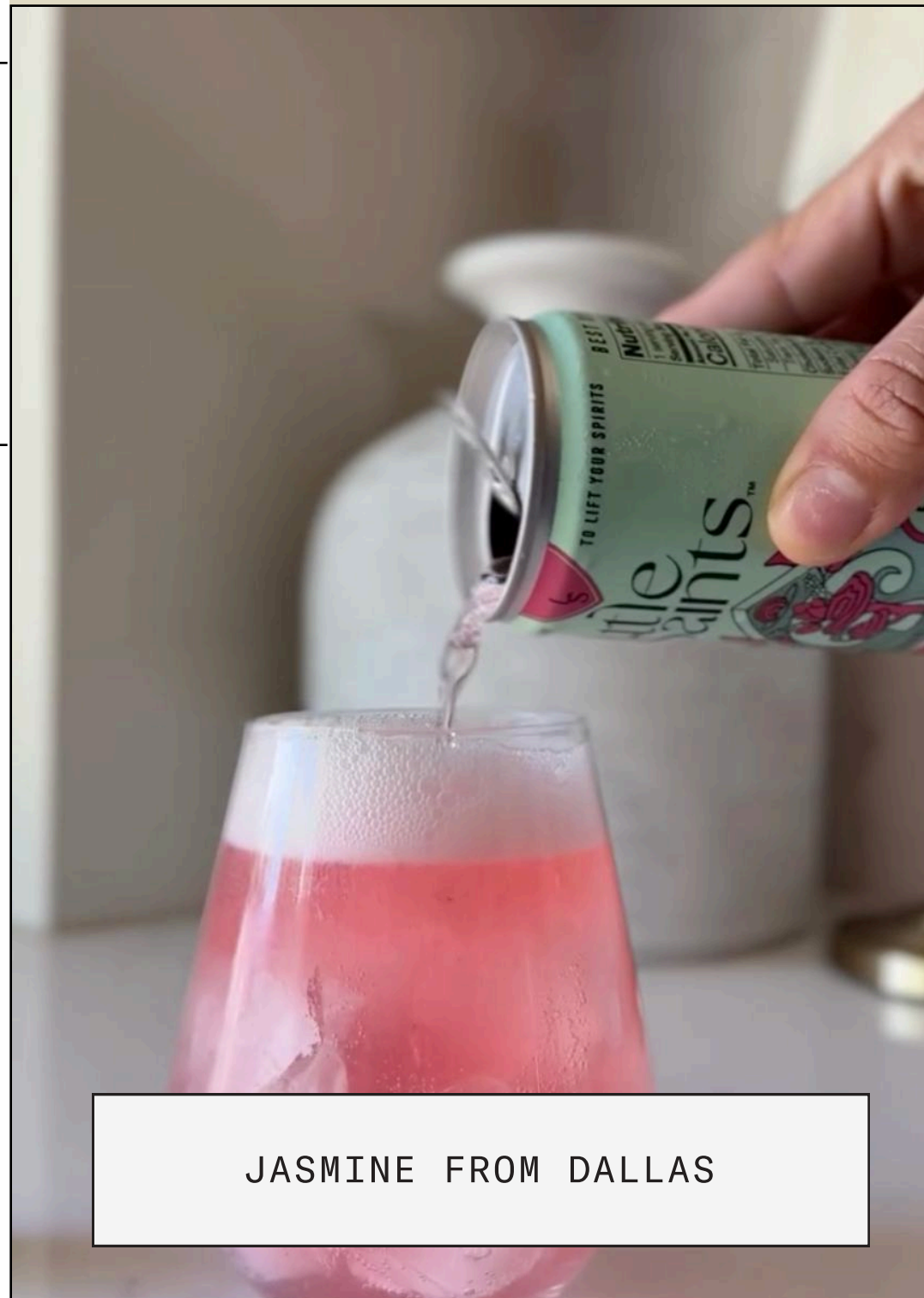
ENGAGEMENTS

BRAND GOAL:

generate authentic UGC to promote Little Saints new variety 12-pack

CAMPAIGN NAME:

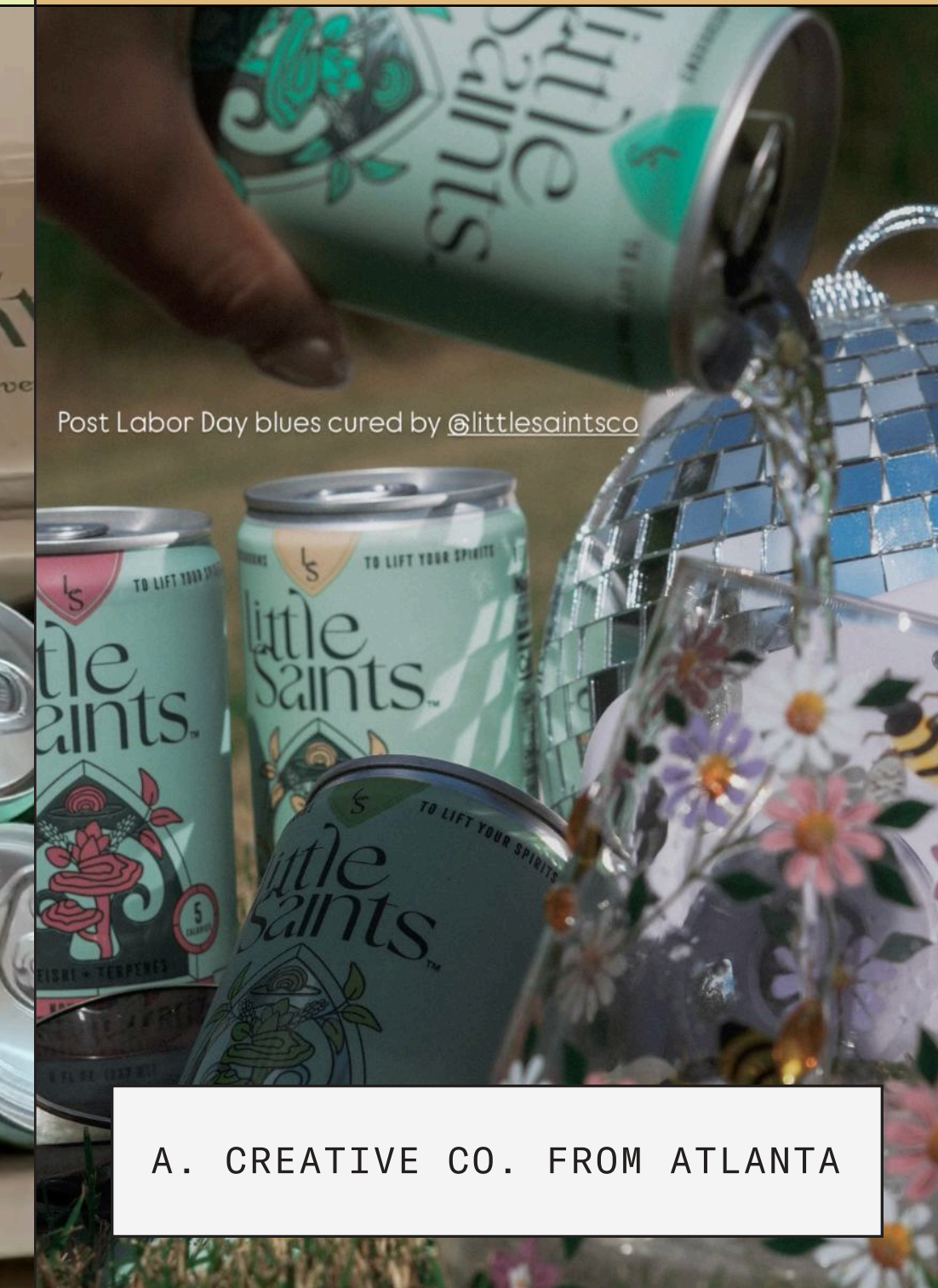
🎨 share your flavor adventure with little saints! 🍓🍋



JASMINE FROM DALLAS



TAYLOR FROM OMAHA



A. CREATIVE CO. FROM ATLANTA

Post Labor Day blues cured by @littlesaintsco

case study



- AUG 19 - 26, 2025
- 20 CREATORS SELECTED
- OPEN TO 29 CITIES

BRAND GOAL:

generate authentic UGC to promote Olipop x SpongeBob Pineapple Paradise 4-pack

CAMPAIGN NAME:

🍹 your new fave soda just got a bikini bottom makeover 🍍🍍

70.7k+

POTENTIAL REACH

15.2k+

REEL VIEWS

697+

ENGAGEMENTS



NY'ERIA FROM DALLAS



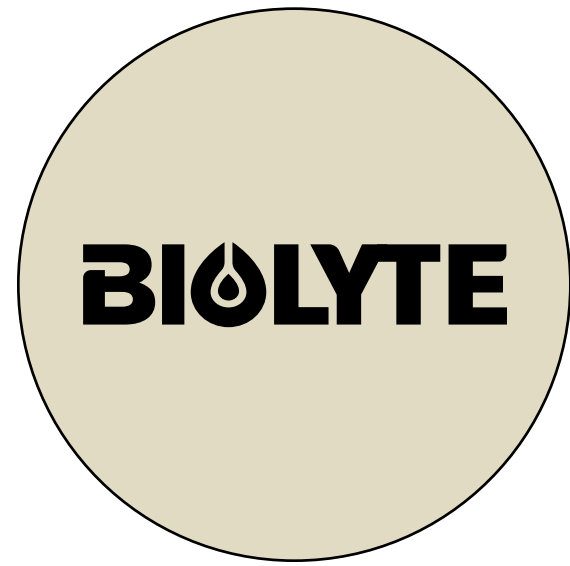
CLAUDIA FROM RICHMOND



KIARA FROM LOUISVILLE

grab it before it's gone! 🔥

case study



- AUG 1 - 15, 2025
- 10 CREATORS SELECTED
- OPEN TO 3 CITIES

BRAND GOAL:

generate brand awareness to promote ready-to-drink Biolyte at Kroger

CAMPAIGN NAME:

💧 hydrate smarter, not harder – biolyte, the hydration hero you didn't know you needed ✨

74.9k

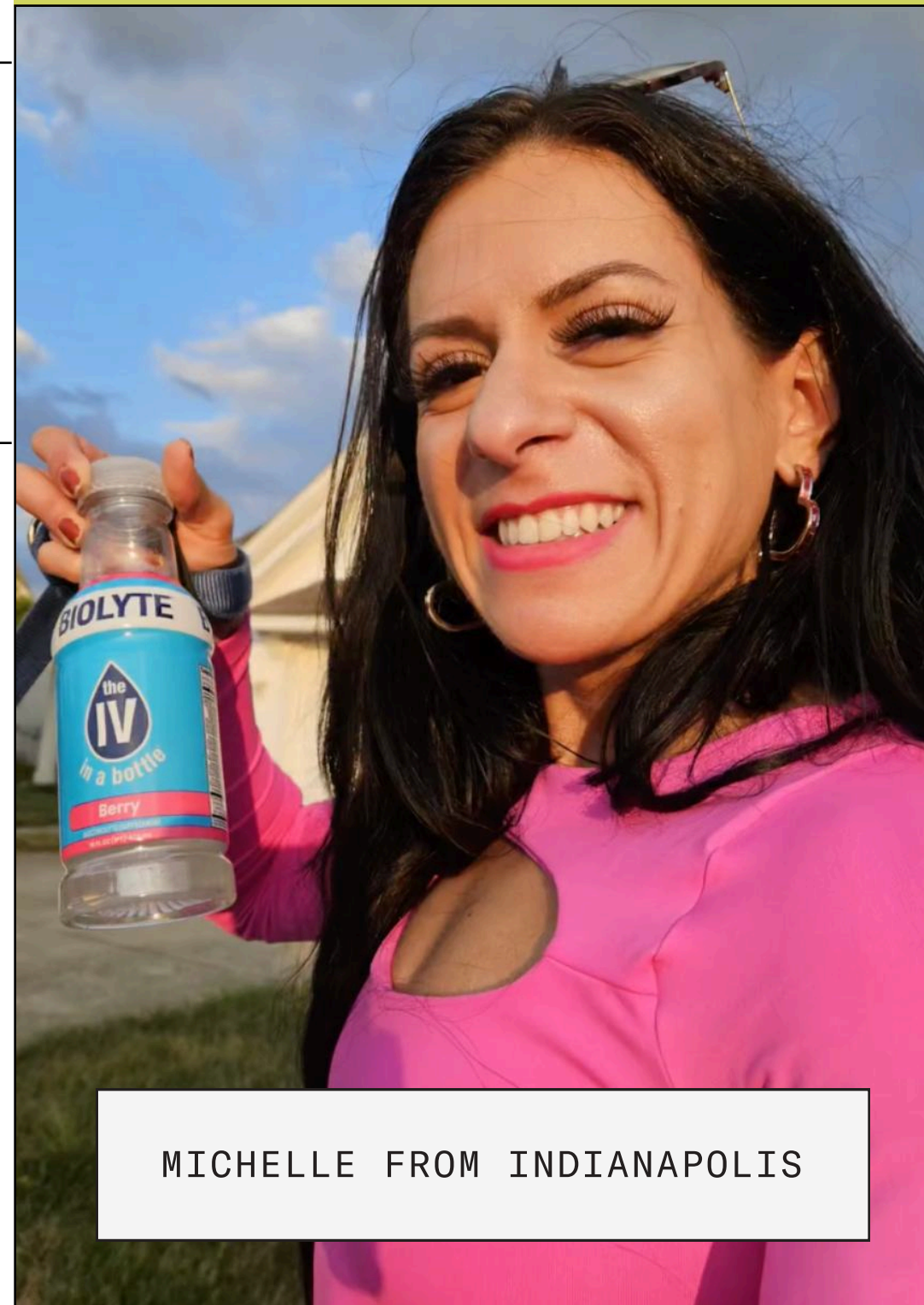
POTENTIAL REACH

40.7k+

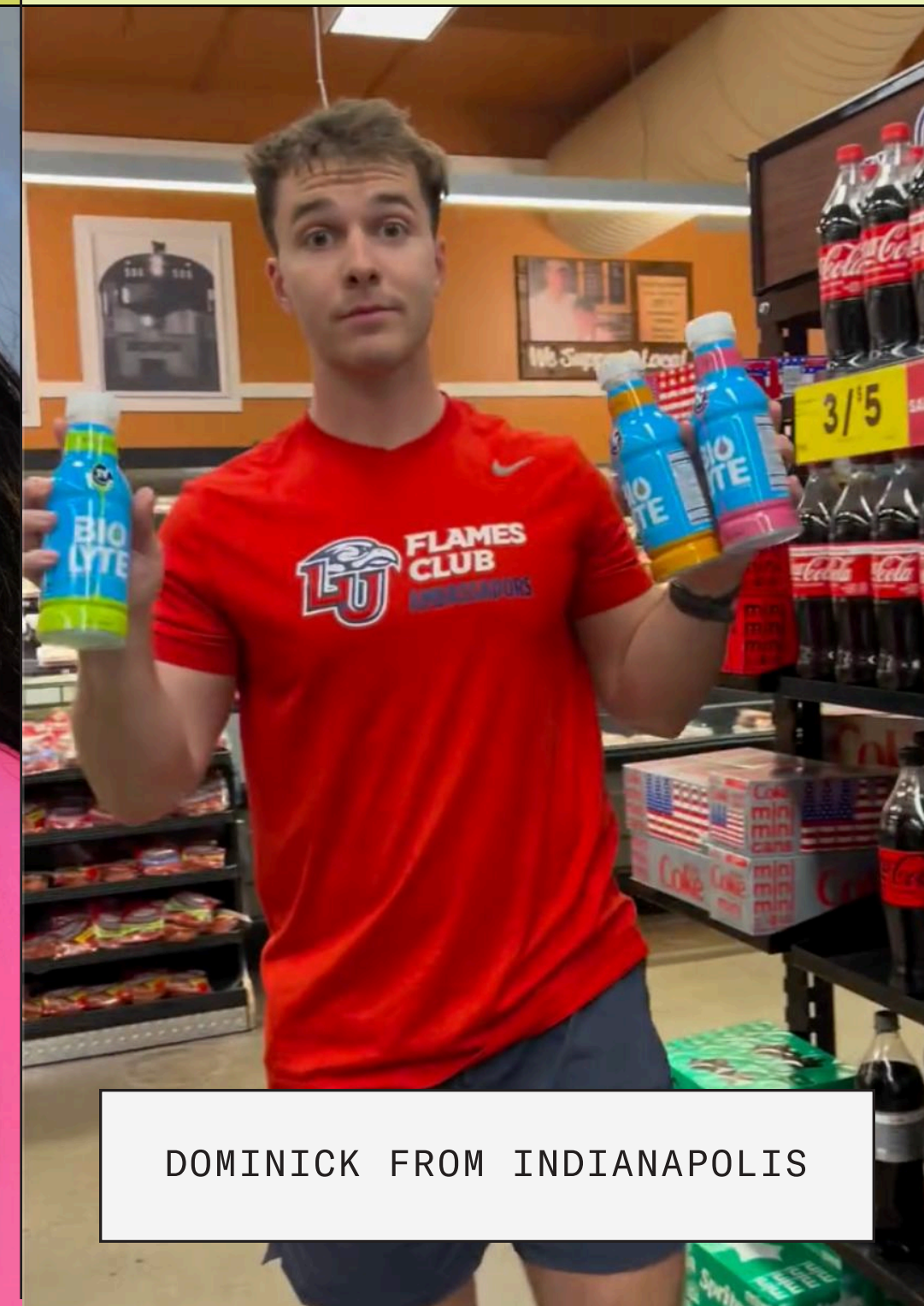
REEL VIEWS

1.7k+

ENGAGEMENTS



MICHELLE FROM INDIANAPOLIS

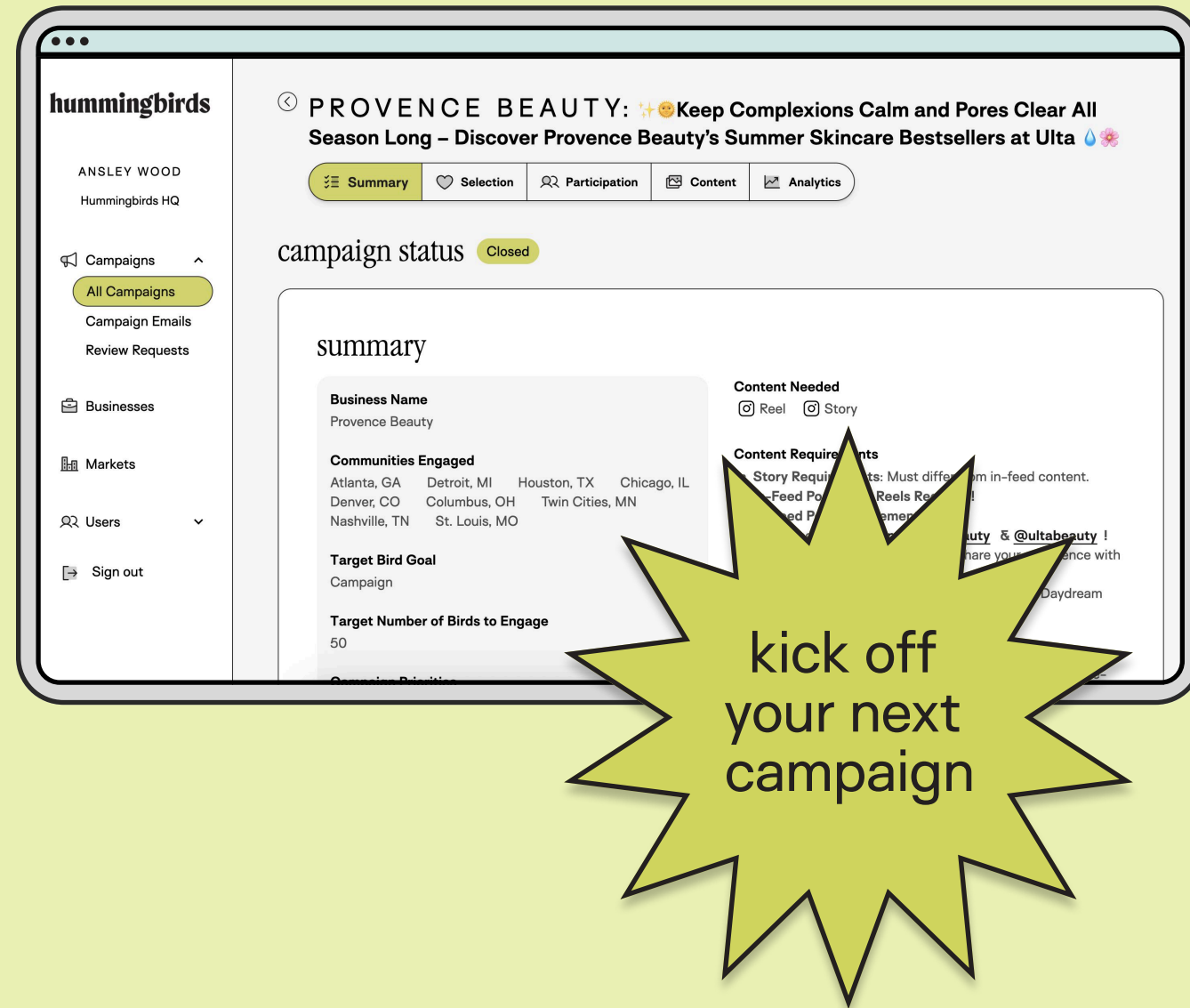


DOMINICK FROM INDIANAPOLIS



BROOKE FROM INDIANAPOLIS

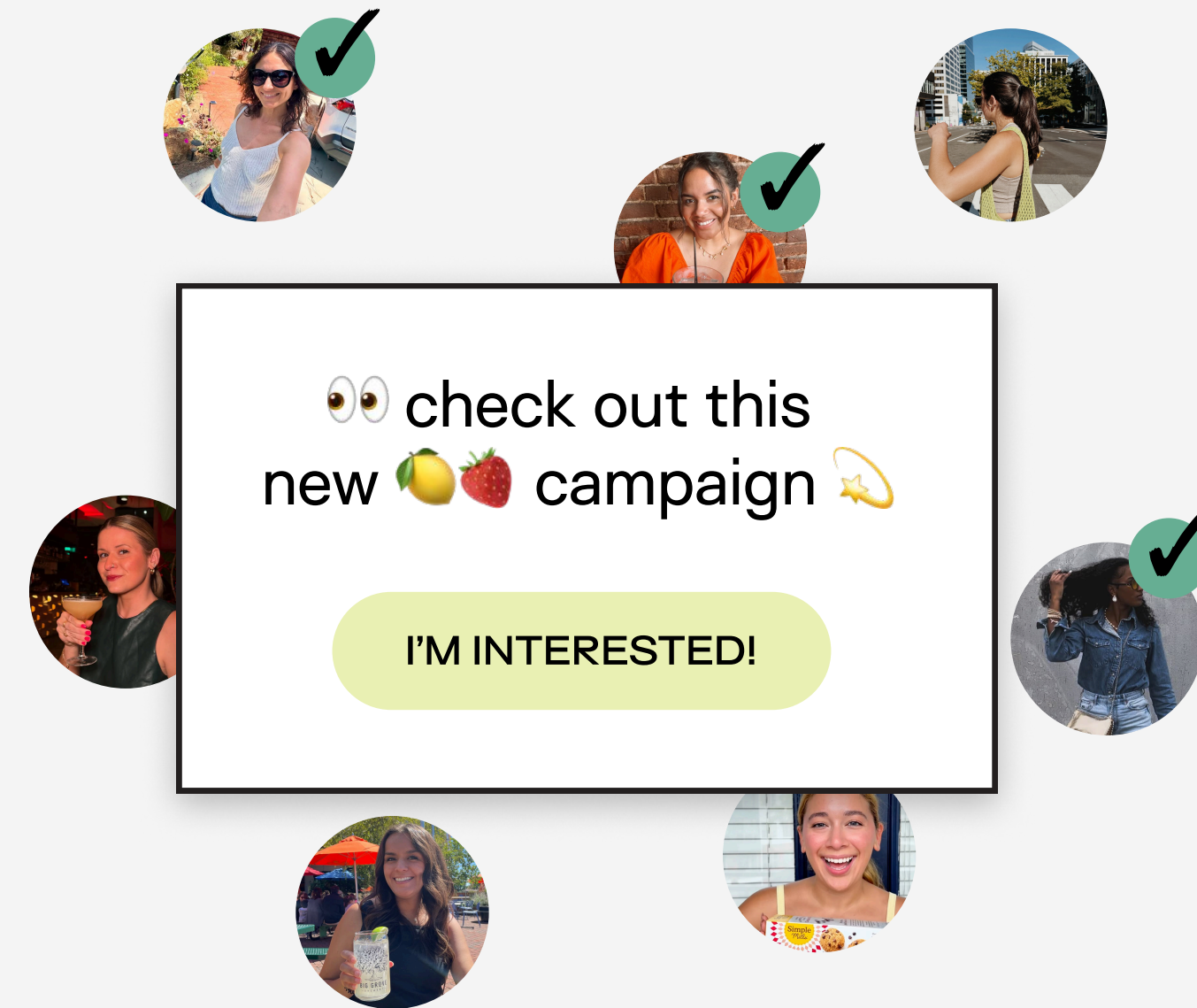
how it works



01

BUILD YOUR RETAILER CAMPAIGN

Launch a targeted activation for hummingbirds to discover, review, and opt into.



02

CHOOSE YOUR CREATORS

Handpick hyperlocal creators in the cities that matter most to your retail strategy.



03

TRACK RESULTS & REUSE CONTENT

Review performance, then repurpose high-quality UGC across your digital channels.

beverage brands we work with

OLIPO[®]

happy[®]

little
Saints[™]

FLAVCITY[®]

suja
ORGANIC

nello[®]

Mingle[®]
MOCKTAILS

BIOLYTE

lemon
perfect.[®]

HALFDAY[®]
NEW ERA ICED TEA

join a growing list of brands tapping into everyday voices.

why it works for beverage brands

RETAIL VISIBILITY

Activate creators (aka hummingbirds) in the retailers and cities you care about—building real momentum right at the shelf.

REAL CONTENT, READY TO USE

Skip the overproduced shoots. Get authentic, brand-right content that's made to reuse across your channels.

LOW LIFT, HIGH IMPACT

Your lean team deserves a break. We make it easy to scale content without stealing time or resources.

**TRIAL > IMPRESSIONS—WE
DRIVE IN-STORE MOVEMENT**

**RETAILER SUPPORT IS KEY—
WE SHOW UP WHERE YOU SELL**

**OUR CREATORS ARE YOUR
CONSUMERS**

**WE MAKE YOUR PRODUCTS PART
OF THE EVERYDAY SCROLL**

hummingbirds

drive impact by
leveraging the influence
of ● everyday creators.

BOOK A CALL