


QUEEN BEE *mixology*

Media Kit

February 2023

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13228 NE 20TH ST. #400 BELLEVUE, WA 98005





Kelly Sparks



While mixology is not my full-time job, it is my full-time love. You see, in addition to being the mastermind behind @QueenBeeMixology, I am also the Founder and CEO of VMG Studios, an Emmy award winning hybrid creative agency and video production studio. This set-up often means I am a busy executive by day, and a DIY bartender by night. I pour my whole creative heart into every Queen Bee recipe, photo shoot, and how-to video in hopes of helping every member of my audience discover their own inner mixologist. I am a self-taught, do-it-yourself kind of gal who has relied on Google to help me learn the perfect shaking, stirring, and garnishing techniques. My work on Queen Bee Mixology is all about making the journey to amazing cocktails accessible to everyone. When I'm not hard at work, I can be found sipping a delicious cocktail with my husband, Mark, enjoying a fantastic take-out meal at home.

Since its inception, Queen Bee Mixology has grown into a venture that includes partnerships and collaborations, a robust social media following, and a standing weekly feature on local ABC affiliate KOMO TV's Seattle Refined show.

AVAILABLE FOR:

- Affiliate Marketing
- Photo and Video Content Creation
- Product Reviews
- Social Media Strategy Development
- Cocktail Recipe Development
- Product Giveaways
- Social Media Takeover





Queen Bee Mixology is owned and operated by VMG Studios, an Emmy award-winning creative services agency & video production studio. VMG specialize in producing highly targeted, integrated multimedia content for enterprise-level corporations that drives awareness, engagement, and inspires action.

All QBM content is produced by a team of skilled creatives using professional camera equipment and editing software.



Watch VMG's Explainer Video
<https://bit.ly/VMGExplainer>

Social Media Demographics & Statistics



@QueenBeeMixology
190K
FOLLOWERS



/QueenBeeMixology
60K
FOLLOWERS

@QueenBeeMixology Instagram AVERAGES:

40K
VISITS

Monthly
Profile Visitors

2.6M
IMPRESSIONS

Average Monthly
Views

3.9%
ENGAGEMENT

Average Post
Engagement Rate

1300
ENGAGEMENT

Average Likes and
Comments
Per Post

LOCATION
50% US
14% CANADA
8% MEXICO
6% BRAZIL

67% | **33%**
WOMEN | MEN

AGE
25-34, 23.1%
35-44, 37.5%
45-54, 28.7%
55-64, 5.3%



@QueenBeeMixology
1.4M
MONTHLY VIEWS
15K
FOLLOWERS



/QueenBeeMixology
11.2K
FOLLOWERS





Brother's Bond - Limelight Cocktail

Brand Partnerships



Instagram REEL
Performance / Statistics

451K
PLAYS

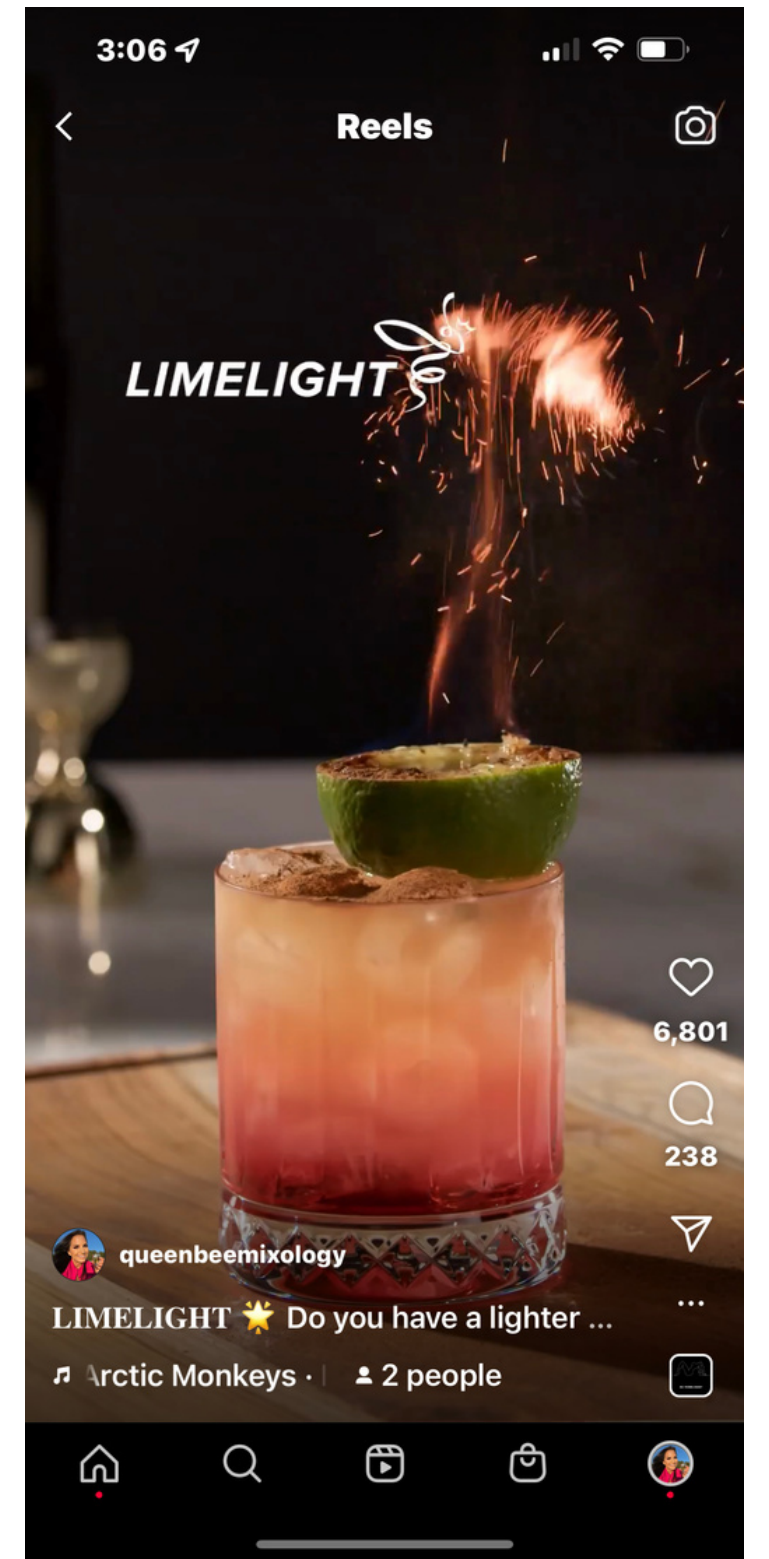
6,808
POST LIKES

2,269
SHARES

3,982
SAVES



Watch Full Reel Here:
<https://bit.ly/QBMLimelight>





Empress Gin - Princess and the Pea Flower

Brand Partnerships



Instagram REEL
Performance / Statistics

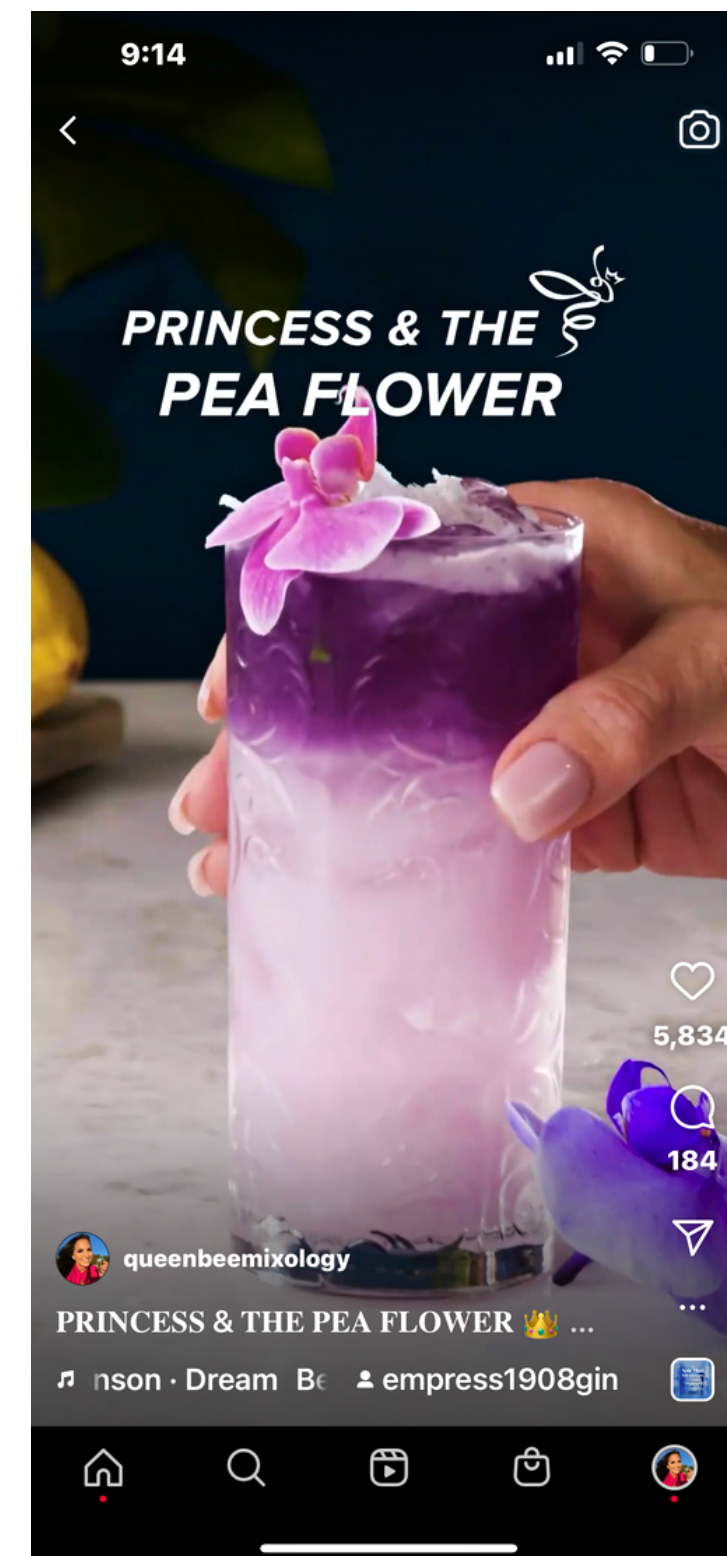
219.6K
PLAYS

5,837
POST LIKES

1,704
SHARES

4,023
SAVES

Watch Full Reel Here:
<https://bit.ly/QBMPrincess>





Bruichladdich, The Classic Laddie - Summer Nectar

Brand Partnerships



Instagram REEL
Performance / Statistics

177K
PLAYS

3382
POST LIKES

531
SHARES

1825
SAVES

Watch Full Reel Here:
<https://bit.ly/QBMSummerNectar>





Western BBQ - Pecan Old Fashioned

Brand Partnerships



Instagram REEL
Performance / Statistics

60.4K
PLAYS

2514
POST LIKES

665
SHARES

1013
SAVES



Watch Full Reel Here:
<https://bit.ly/QBMPecanOldFashioned>





Cantera Negra Tequila - Wide Awake

Brand Partnerships



Instagram REEL
Performance / Statistics

30.6K
PLAYS

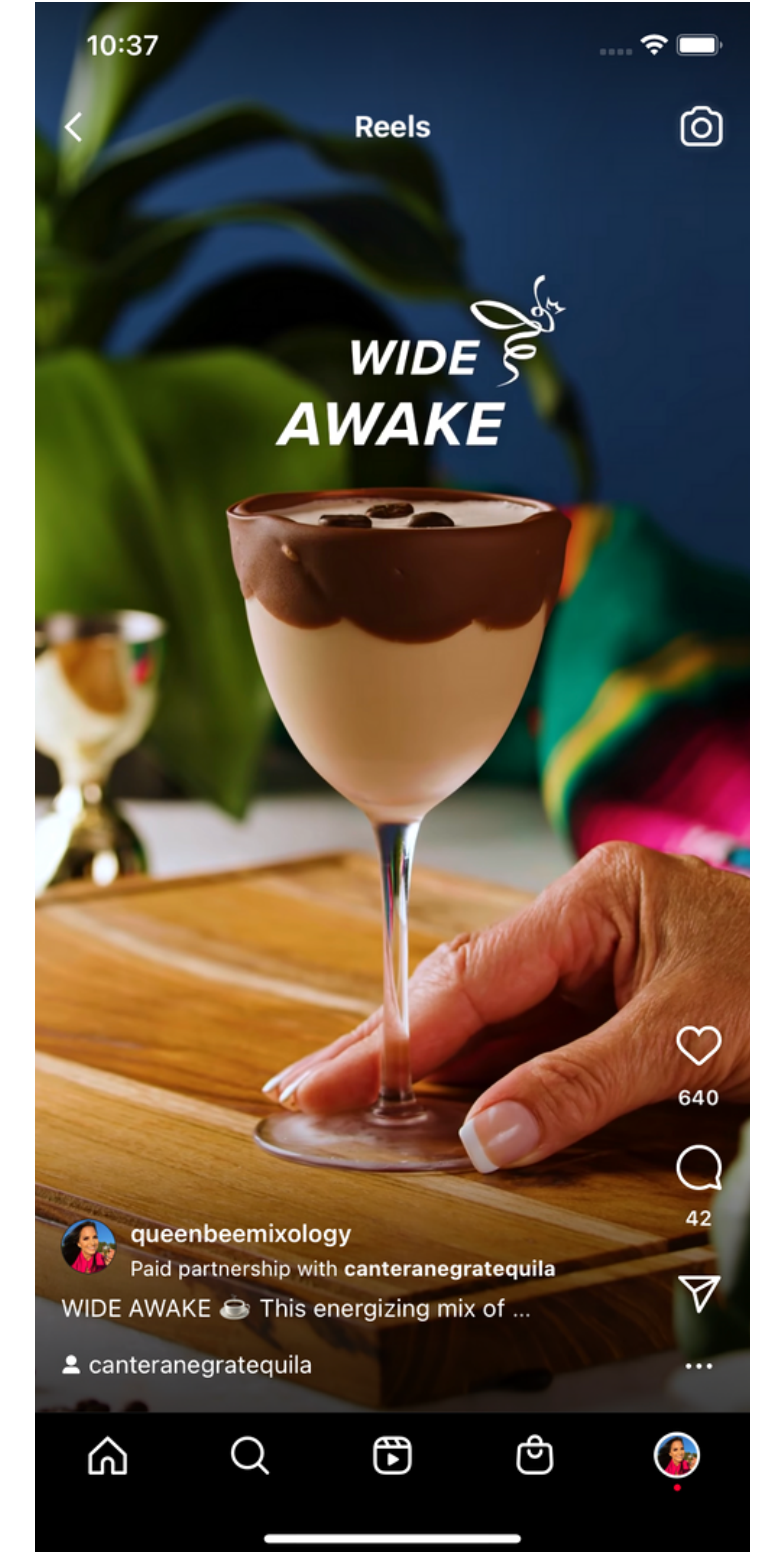
828
POST LIKES

226
SHARES

377
SAVES



Watch Full Reel Here:
<https://bit.ly/QBMWideAwake>



Sonoma Syrup - Pumpkin Cheesecake Martini

Brand
Partnerships



Instagram REEL
Performance / Statistics

26.8K
PLAYS

1005
POST LIKES

242
SHARES

376
SAVES



Watch Full Reel Here:
<https://bit.ly/QBMPumpkinMartini>



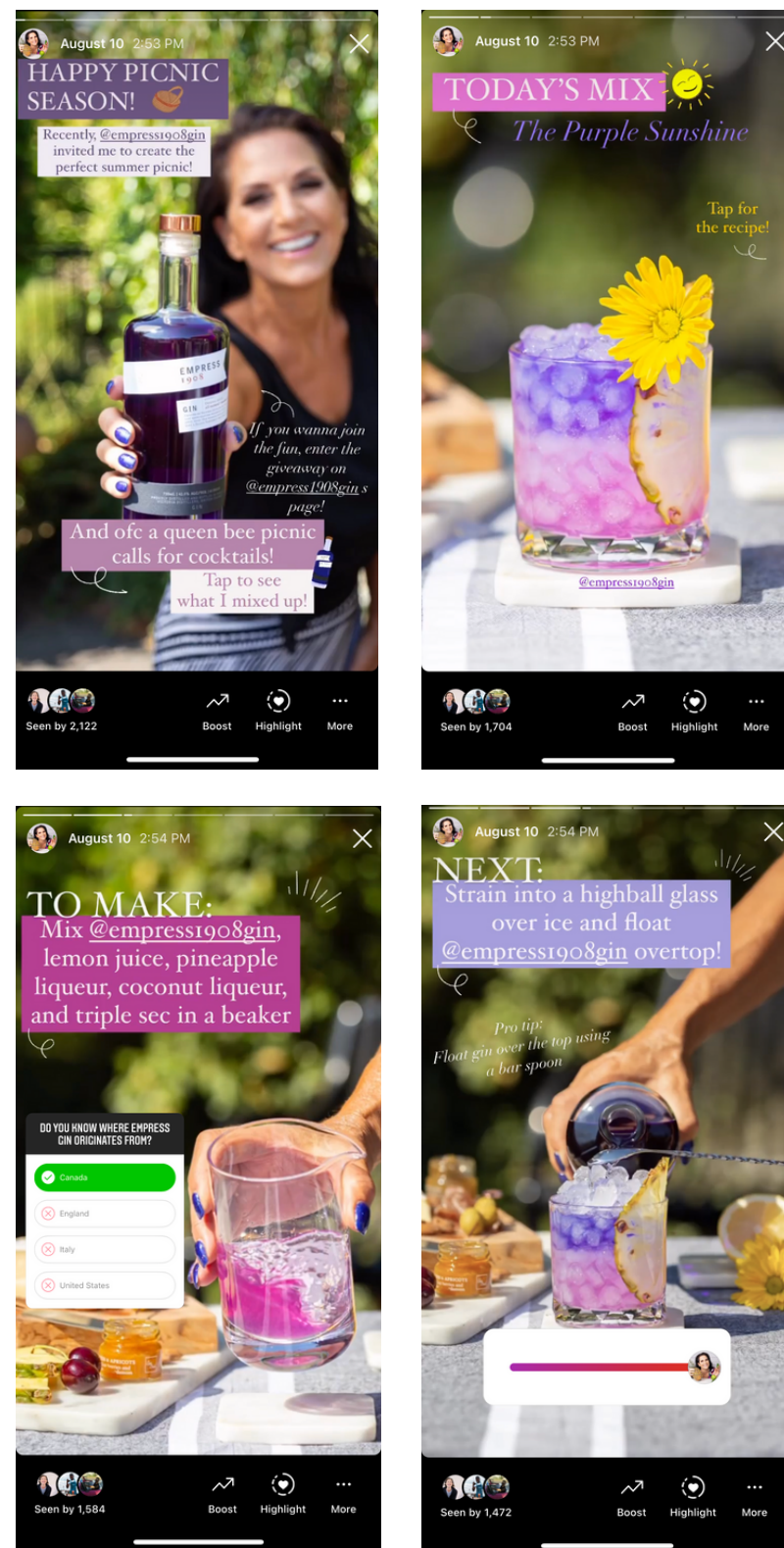
Brand Showcase
EMPRESS GIN



Want to know more about what your deliverables from Queen Bee will look like? Consider this slide your sample! This page demonstrates Instagram Stories, Reel, and Photo content we produced for Empress Gin.

SERIES OF INSTAGRAM STORIES

Stories are developed, shot, edited, and posted to our Instagram account. We tag the brand and include a swipe up to their website or other provided link.



VIDEO REEL

Watch the full REEL here:
<https://bit.ly/EmpressPurpleSunshine>



CAROUSEL OF PHOTOS

<https://bit.ly/EmpressPicnic>



Bruichladdich, The Classic Laddie



Brand
Lifestyle
Photography





Empress Gin

Brand
Lifestyle
Photography





Bright Cellars

Brand
Lifestyle
Photography





Delille Cellars

Brand
Lifestyle
Photography





American Cocktail Company

Brand
Lifestyle
Photography





QUEEN BEE
mixology

Thank You!

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