

2020 James B. Beam Institute Sanitizer Reach Report

Highlights | Earned Media | Education | Social | Collaboration

In late March, the James B. Beam Institute for Kentucky Spirits began manufacturing hand sanitizer for health care workers to help meet the need for this vital product.

Those efforts have expanded, and to date more than \$150,000 in sanitizer has been produced for the University of Kentucky campus and greater community.



Reach highlights

- UK President Eli Capilouto provided bottles of sanitizer to all new university faculty and all SEC school presidents
- UK Board of Trustees members received a bottle of sanitizer
- Bottles are located in every room of the UK hospital system and every classroom on the university's academic campus
- Athletic directors, basketball coaches and football coaches have all requested bottles of sanitizer
- The sanitizer was used during U.S. Sen. Mitch McConnell's visit to UK HealthCare to detail aspects of the new CARES Act
- It has been suggested that the bottles may become collector's items



"The James B. Beam Institute has worked tirelessly to ensure our community has what it needs to heal, and we are grateful for the remarkable effort of everyone involved."

UK President Eli Capilouto

(President Capilouto, left; U.S. Sen. Mitch McConnell, right)



Estimated earned readership: 649,250

- Reopening colleges prep backup plans | universitybusiness.com
- UK Beam Institute rallies industry partners to provide vital sanitizer | UKNow, Targeted News Services, Ky Forward, News Break, Kentucky Ag Connection
- UK James B. Beam Institute providing sanitizer to health care workers | UKNow, Ky Forward, WTVQ, WJHL, US Fed News, rlyzgs.com, patch.com
- Jim Beam expecting to make 2,000 bottles of hand sanitizer per week for health care workers | WDRB
- How Distilleries Are Navigating The Challenges of Making Hand Sanitizer | imbibemagazine.com
- Where are the wipes? | WUSA9



Educational efforts

- A tutorial video for distilleries in Kentucky to join the effort
- A National Association of Educational Procurement webinar on UK's collaborative efforts
- Funded research into cleaning of distillation equipment exposed to the sanitizer bittering agent, Bittrex



Collaborators

- UK colleges of Agriculture, Food and Environment; Engineering; Pharmacy; Arts and Sciences
- UK Procurement/Purchasing
- Beam Suntory
- Alltech
- Four Roses Distillery
- Buffalo Trace

"This is an incredible effort to put vital sanitizer into the hands of the people who are working so hard to fight this pandemic. It was an easy decision for us to join this project. We hope to collaborate more with the institute in the future."

Four Roses Distillery Chief Operating Officer and Director of Distillery Operations Ryan Ashley



Social reach

Sanitizer production announcement

- Instagram impressions: 1,970
- Instagram engagements: 172
- Instagram story views: 568

Sanitizer production video

- Facebook reach: 4,165
- Facebook reactions/shares: 146
- Facebook clicks to article: 228

Sanitizer production article

- Facebook reach: 964
- Facebook reactions/shares: 48
- Facebook clicks to article: 35
- Twitter impressions: 1,807
- Twitter engagements: 45

World Health Day push

- Twitter impressions: 1,937
- Twitter engagements: 54

