

Thoughts and Ideas on a Chivalric Code for Chivas Regal Scotch Whisky

By Geeta Sundaram

Chivalry Code Campaign for Chivas Regal Scotch Whisky

Introduction:

This is an exploration of creating and setting a set of values that codify behavior of Chivas Regal whisky drinkers and help to draw them into a club of like-minded individuals. They will help to define a set of values for the Chivas Regal brand, whose core value is a private shared heritage, that bonds the whisky with its drinkers.

The idea of a chivalric code is appropriate for Chivas Regal, with its connections to royalty and aristocracy as well as the brand's heritage. Inspired by Arthurian legends of knights and by the brand's own symbols and packaging graphics, I recommend creating a new chivalric code for the 21st century Scotch whisky consumer. These will be contemporary, yet draw their strength from tradition, in order to be able to guide and inspire corporate life and friendships in the 21st century.

Context:

The 21st century has largely been peaceful, in comparison with centuries gone by. There is also less poverty, disease, and death than before. Some might even say that we are living in some kind of golden age, one of good health, prosperity and peace.

However, such dreams of Elysian fields might be a little far-fetched yet; the truth is that we are living in times of some of the greatest contradictions and paradoxes.

While wars are fewer or non-existent, long drawn out conflicts are almost a regular feature of life, conflicts of attrition in which almost no one ever wins. While, there is less poverty, there is also greater inequality between people; inequality of not just income and wealth, but of power and influence. While there is less disease and better health, there are new diseases and pandemics that we have to be prepared for. While the planet is able to provide better for larger populations than in previous times, we are also faced with the biggest threat in the form of climate change, most of it inflicted by our actions. We live in a free world, yet face the greatest barriers to cultural integration through our own prejudices and political grandstanding. And so on... conflict and contradictions are here to stay for a long time.

In the midst of all this, the world is convulsed by the biggest disruptions through technology and technological innovations in almost every sphere of life. Most of the benefits will accrue to the wealthy, exacerbating inequalities further.

In such a world, what can help us cope better and strengthen human ties, through friendships, associations, cooperation? What can make all this change and conflict a little more bearable? And what can Chivas Regal contribute to making the world a little more tolerable?

Chivas Regal's Guiding Values:

To just such a world of tumultuous change and conflict, Chivas Regal can bring a semblance of stability and constancy.

Through a set of guiding values that are timeless and relevant in today's age, the brand can help bring likeminded wealthy and influential people together in an attempt to steady the ship.

Since the brand promises the spirit of chivalry, a chivalric code for the 21st century is proposed. These will comprise values that are commonly understood as those promoting greater cooperation, honour and courage in dealing with each other and with today's challenges.

These are:

- 1) Honesty
- 2) Courtesy and mutual respect
- 3) Bravery or valour
- 4) Compassion

Ways to communicate the chivalric code:

The chivalric code will function as the cornerstones of the world of Chivas Regal and ought to be communicated in everything the brand does and says to all its stakeholders.

For a start, the brand could initiate the idea of a chivalric code through an announcement of something that raises the value of the brand in the eyes of its consumers as well as others who come into contact with it. It would be good if the brand could start by announcing its recent award wins at the International Whisky Competition 2019, in which the idea of a new code of chivalry is seeded, albeit in a context of sharing and celebrating the award wins.

Next, a campaign in social media could follow which seeks to engage current and potential consumers of the brand. Here we share the new chivalric code for

Chivas and request people to pledge their support and share it further in their social and business circles. The social media campaign can also be adapted to run in select business print media.

The campaign will be devised such that it presents an idea of a fairer, equitable world in a surprising and engaging way. People will find it hard to refuse such an ideal of the world. To give it greater impetus, we could enlist the initial support of a few key and influential figures at the start of the campaign itself.

The creative idea:

Compare corporate life to the game of chess to engage and persuade the reader of the need for a chivalric code.

Chivalric Code Campaign:

Advert #1:

Headline: In chess queens enjoy the greatest latitude in chess.

What does that teach us about life?

Button Text: Discover and sign up to the new chivalric code of Chivas

Regal

Sign-off: Chivas Regal

The spirit of chivalry

Advert #2: Pawns are the majority and first in line.

When should ranks be broken?

Advert #3: Here, only knights are allowed to go over others to succeed.

Should work be based on privileges?

Advert #4: In chess, the pawn has the power to reinstate leaders.

Should It be any different in life?

Landing page for Chivalric Code Campaign:

Clicking on the chivalry icon button in each of the social media adverts will lead readers to the landing page on Chivas Regal's website, specially created for the Chivas Regal Chivalry Code. It will feature a similar look to the campaign and will also look and feel part of the Chivas Regal website.

Text for the page:

Welcome to the Chivas Regal Chivalry Club

Introduction text:

In tribute to the age-old British tradition, we have revived the spirit of chivalry for the 21st century. To create a greater sense of cooperation, camaraderie and constancy that is needed in the modern, technological age.

The four tenets of the Chivas Regal Chivalry Code

The four values that form the Chivas Regal Chivalry Code are meant to guide and inspire our conduct, whether in our lives or in our work. As a Scotch whisky brand that has upheld the best of British tradition for over 200 years, we offer these to you as markers of an honourable work and life ethic that carries on that tradition, but equally importantly, is best suited to our lives in contemporary times.

1. Courtesy

In our dealings with each other and with others, may they be old or young, rich or less fortunate, of all genders, belonging to different religions, castes and creeds, we agree to be courteous, polite and respectful of their sentiments at all times.

2. Honesty

We agree to stay honest, truthful and forthright in our conduct at the workplace, and in our personal and social relations, maintaining transparency and openness in our interactions with all.

3. Bravery

In times of adversity or crisis, we shall call upon our reserves of courage and inner strength, to rise to the occasion and take the tougher, harder,

longer path to find a resolution that will benefit the greater numbers of people, not just ourselves.

4. Compassion

We shall always find it in ourselves to think of ways in which we can help the less privileged, the needy, the old and the frail, who cope with fragile living conditions that make life itself a real and present challenge every day.

Let us pledge ourselves to the chivalric code and expand this circle and influence with every interaction, meeting or celebration in order to touch more lives. Let us keep the flame of the Chivas Regal spirit of chivalry alive and burning. Salut!

View eminent members of the Chivas Regal Chivalry Club here.

The pledge. Like Share

The Chivas Regal Pledge

I pledge to uphold the four tenets of the Chivas Regal Chivalry Club in all aspects of life and work.

As a member, I will do my utmost to expand its influence and pass on the flame of this honourable tradition.

Name:	
Email Address:	

Conclusion:

Chivas Regal Scotch Whisky has the opportunity to create a club of like-minded individuals from the corporate world with its distinctive positioning of the spirit of chivalry. It can use this and its core values to set new and high standards in the corporate world, spreading their influence to do good in an increasingly unequal society.

The Chivalry Club can use an interactive online game of chess to further its cause, including holding charity or benefit tournaments, it can act on

any of the tenets of the chivalric code through a variety of initiatives from time to time. New members join by invitation initially, and then through referrals. This chivalric code campaign is an awareness creation and lead generation exercise to begin a long-term CRM programme.

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