



# Brand Strategy and Ideas for Chivas Regal and The Glenlivet

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By Geeta Sundaram

## **Brand Strategy and Ideas for Chivas Regal and The Glenlivet**

### **Background**

The Scotch Whisky industry has been a little under the weather of late, especially due to the pandemic that has lasted two years already, but equally because of high tariffs that were imposed in Trump's regime. The US is the biggest market for Scotch whiskies, besides Europe and China, and exports account for most of Scotch whisky sales around the world.

That said, even though bars and restaurants were shut for the greater part of 2020 and 2021, at-home consumption remained healthy according to management commentary in the news. Diageo head, Ivan Menezes, even mentioned that the US in particular was good for Diageo even through the pandemic, because of premiumization and consumers trading up and drinking better. Not sure if that was because of health and safety concerns, but many companies seem to have seen trading up to more premium drinks during the pandemic. Or it could simply be down to the fact that drinks when consumed at home tend to be cheaper, so many consumers might have thought, let's drink better then.

There is another secular trend that I think has been impacting Scotch Whiskies for over a decade now, and that is that younger drinkers seem to show a preference for other spirits, including beer and wines. Whisky, and particularly Scotch Whisky suffers from a slightly "stuffy, old-fashioned" image, I daresay. Anticipating this trend, Seagram (now Pernod Ricard) introduced a Scotch Whisky for younger drinkers called Passport Scotch Whisky, in the mid- '90s. I had the opportunity and privilege of working on the brand here in India while at Ogilvy, Delhi, and traveled to London to supervise the shoot for the TV advert that I wrote. Passport Scotch Whisky was positioned internationally as the Scotch for people who have a style of their own and it appealed to people's sense of individuality within the world of Scotch Whisky, of course.

The reason I bring up Passport Scotch Whisky will become clearer later in the document, when I write about strengthening Pernod Ricard's Scotch Whisky portfolio of brands, in order to compete better with Diageo.

Against such a backdrop, let us see what Pernod Ricard's best-known whiskies, Chivas Regal and The Glenlivet can do to build their brands, attract new drinkers and hold their own against the Johnnie Walkers of the world.

### **Pernod Ricard's Scotch Whisky Portfolio**

Before considering these Scotch brands in greater detail, though, I think it is important to look at the larger picture of Pernod Ricard's Scotch Whisky portfolio and how it compares with Diageo its biggest competitor by far.

There is no denying the fact that Diageo has a much larger collection of Scotch Whiskies featuring some iconic brands, and has larger budgets to spend promoting them as well. It would be futile attempting to compete head-to-head on every brand, therefore. As I had written in a previous document on a corporate brand strategy for Pernod Ricard, the right strategy would be to make better and more knowledgeable and discerning consumers instead of competing on market share alone.

The more intelligent thing to do would be to assess Pernod Ricard's own Scotch Whisky portfolio and see where there might be gaps that need to be plugged. The aim ought to be to protect Pernod Ricard's prized Scotch Whiskies and to introduce new brands that appeal to new sets of drinkers and help us grow the market.

To that extent, here are the most prized Scotch Whiskies in Pernod Ricard's range and a summary of their brand positionings:

Blended Scotch Whiskies:

- Chivas Regal, the prince of whiskies. In more recent years, it has been positioned as the spirit of chivalry and I think that ought to be extended globally.

There are many variants of Chivas Regal, most importantly by age claim:

- Chivas Regal 12 years old which competes directly with Johnnie Walker Red Label
  - Chivas Regal 15 years old which competes directly with Johnnie Walker Black Label
  - Chivas Regal 18 years old which competes with Johnnie Walker Blue Label
  - There are some 13 years old variants called Extra that I see on the [Chivas website](#) and I would recommend that the Company not pursue this.
  - A couple of other variants called Chivas Regal Ultis and Chivas Regal The Icon seem to be better suited as limited edition variants, and I would recommend branding them more appropriately.
- Royal Salute Scotch Whisky, which was created by Chivas Brothers to commemorate the coronation of Queen Elizabeth II, 75 years ago. I wonder if they have a commemorative limited edition ready for her platinum jubilee later this year.

- Ballantine's Scotch Whisky which is positioned around leaving an impression. The advertising campaigns for this that I managed to see on the internet are a little juvenile. The most recent adverts of [2019](#) and [2020](#) seemed to focus on enjoying your Ballantine's any way you please, and showed mostly party situations and cocktails, featuring hip youngsters who might well be cola or beer drinkers. Seems like a desperate attempt by Ballantine's to be young and cool, but it's so far away from the world of Scotch Whisky that it is likely to harm Chivas Brothers and Pernod Ricard.

#### Single Malts:

- The Glenlivet Single Malt Scotch Whisky, positioned as the original true whisky. Popular in the biggest market for single malts, the US.
- Strathisla Single Malts of various age claims, Strathisla being the main malt and heart of Chivas Regal. Not sure it is promoted with any serious budgets or communication
- Glen Keith Single Malts, Glen Keith being a light and contemporary single malt in Passport Scotch Whisky. Again, not sure the single malt is promoted separately with adequate budgets and communication.

#### **A three-pronged strategy to building Pernod Ricard's Whisky portfolio**

1. Protect and strengthen Chivas portfolio
  - By leveraging royal traditions and Scottish heritage. This would include Chivas, Royal Salute, Ballantine's and Glen Keith
  - By introducing a younger blended Scotch Whisky that is light, and refined in taste as well as international in appeal
  - By promoting more single malts as great distinctive malt whiskies that also help strengthen Chivas Regal, Royal Salute and Ballantine's.
2. The last point above about promoting more single malts would include mainly Strathisla and Glen Keith, both of which ought to also strengthen brands like Chivas Regal and Passport Scotch Whisky, respectively. Here it is important to note that Strathisla is a more complex and rich single malt, while Glen Keith is a lighter and more contemporary malt whisky.
3. Promote The Glenlivet as the original and true single malt.

The younger newer blended Scotch whisky that Pernod Ricard could launch through Chivas Brothers ought to be one that uses Glen Keith single malt, so it develops a light and contemporary character and taste. It should be positioned differently to Passport Scotch Whisky in that it speaks of a more Scottish character. Perhaps its branding, character and taste ought to capture the youthful and spirited energy of the Scottish outdoors, especially of the

Speyside, where salmon and trout fishing are popular as well as the river Spey itself, not far from the town of Keith and its natural beauty.

Where Passport Scotch Whisky is about individuality that is city-bred and urbane and sophisticated, the new brand can be about the wildness of nature in the Speyside and its young and carefree spirit.

Having not just scripted the TV advert for Passport Scotch Whisky and supervised its shoot in London, but having attended an agency-client conference on Passport Scotch Whisky organised by Seagram and Ogilvy as well as visited three distilleries in the Speyside region (The Glenlivet, Strathisla and Glen Keith), I am firmly of the opinion that not enough has been done to invest in promoting Pernod Ricard's single malts and that there is room for another young, blended Scotch whisky.

### **Brand strategy for Chivas Regal Scotch Whisky**

As I mentioned earlier in the document, Chivas Regal continues to be a globally popular Scotch Whisky and one that competes directly with Johnnie Walker from Diageo. It is a whisky brand made famous through its advertising campaigns in its early years, both by David Ogilvy and Bill Bernbach.

Positioned then as the prince of whiskies, it has always carried its regal character with panache and a dash of snobbery. Through its advertising campaigns it became the whisky that stayed in its bottle, while the dregs of all other whiskies were poured into decanters or worse, into an empty Chivas bottle at the end of an evening. It was the whisky that separated the optimists from the pessimists, according to its level in the bottle. It was the whisky gifted to dad on Father's Day, the one whose price you never enquired about, the one that was worth its weight in gold.

True to its character, the gold and crimson bell-shaped Chivas bottle with its symbols of crossed lances, emerges out of a metallic silver-coloured carton covered in an embossed pattern of heraldry. Everything about it is regal.

Unfortunately, the [advertising](#) for Chivas Regal, which many of you might have seen in different versions, isn't the brand at all. I don't think Chivas is about winning or losing; it is meant for people who have already won, in that sense. Chivas consumers enjoy the stature, wealth and good taste of success, or so we must assume.

[This article](#) in Marketing Week says that Pernod Ricard awarded the global advertising account for Chivas to EuroRSCG Advertising sometime in 2009, who came up with the positioning concept of chivalry. [Another article](#) from

Campaign says that the global Chivas account went to McCann Worldgroup in 2017, who perhaps worked on “win the right way” campaign.

The only advert from the YouTube page that I thought reflected the character of the Chivas brand is the one for Chivas Regal Ultis, though I have said it ought to be a limited-edition variant.

The brand positioning of chivalry does make sense for Chivas Regal, never mind which agency was behind it. I think, with the right brand communication, it can take Chivas Regal to greater heights.

### **Competition and how it impacts Chivas Regal**

The main competitor for Chivas Regal is, of course, Johnnie Walker from Diageo. Each of the three main variants of Chivas Regal, 12, 15 and 18 years old go head-to-head with Johnnie Walker’s red, black and blue labels.

Johnnie Walker is positioned as the brand that inspires you to keep walking. Implied in its message is the fact that no matter the hurdles on the way, drinkers of Johnnie Walker keep going forward, regardless. It has little to do with Scotland or Scottish traditions overtly, yet is seen as the default Scotch Whisky for all occasions.

A couple of decades ago, Johnnie Walker tried to associate more strongly with business through a set of inspirational corporate stories that exemplify this aspect of overcoming the odds and keeping on walking.

With its brand positioning of chivalry, the implications in brand communication terms for Chivas Regal ought to be the following:

- Address the corporate and business community
- Temper the regal splendour and pomp of Chivas with approachability
- Balance the brand’s snobbery with empathy

If you consider carefully, this is pretty much how the British aristocracy related to their peers and their subordinates. With a stand-offish cool demeanour on certain occasions and empathy and patronage on others. The Chivas brand needs to recreate this in the contemporary world of business and social engagements.

In a document and campaign based on the game of chess as an idea, that I shared earlier in a [blog post](#) for Chivas Regal, I had created a new, chivalric code for Chivas Regal. This was meant to start a new customer loyalty programme for the brand.

### **Brand promise of Chivas Regal**

Only Chivas Regal Scotch Whisky helps you savour the spirit of chivalry, while at the same time creating it every single day.

### **Tone and manner**

I must clarify at the very outset that by chivalry, I don't merely mean the opening of doors for women and extending them courtesy which, of course, is part of the Chivas brand, but in a broader sense of justice, fairness, and protection of weaker people.

The tone and manner for Chivas Regal will therefore be polite and courteous, of course. Where wit and snobbery are used, it will be tempered with equanimity and all in good humour.

Plush, luxurious settings are incidental and never the main import of social and business relations between Chivas consumers. They never take themselves or their wealth too seriously.

### **Creative Ideas for Chivas Regal**

The creative idea for Chivas Regal is to make the brand be seen as the spirit of chivalry, by making its consumption a rite of passage through interactions between generations.

Video or TV advertising will set the new positioning for Chivas Regal, in addition to print advertising in select international publications that are right for our target audience.

### **TV advert #1 (Round of golf)**

Film opens on a golf course, late in the afternoon or early evening on a fine day. The light is still good at this time of the year, given that it is summer in Scotland. We see a couple of young golfers and their caddies walk up the fairway, towards camera. Their long and lengthening shadows across the green adds a hint of drama to what is otherwise a pleasant evening. The two men obviously discussing their round of golf, and having a little laugh about it.

One of them (the Chivas hero) takes off his golf cap, gives his hair a good rustle with his fingers, before wearing the cap again. The other chap asks:

Friend: Where are we meeting Arthur?

Chivas hero: At the clubhouse bar.

Friend: See you there, in a bit.



With that the friend goes to a different part of the clubhouse building, while our Chivas man enters the main foyer and heads straight to the bar.

We see the bar, from the hero's point of view, as he casts a glance around the room from the entrance, trying to spot Arthur. Long pan of the room and we see an older gentleman, presumably Arthur, smiling and waving at us.

Chivas hero smiles back. Cut to them together at a table by the window now.

Chivas hero: Sorry to keep you waiting.

Arthur (smiling): Not at all. Good to see you.

Just then, our friend joins them and cheerily announces something that embarrasses our hero.

Friend: Hello Arthur. Has Smith been telling you about his hole-in-one?

Arthur: Let's order a drink... then you can tell us.

Chivas hero: No, really, it's nothing...

Just then, a lady golfer and a regular at the club passes by their table with her friend, and the three men smile and greet her.

Our friend who cannot be quiet, engages her in conversation.

Friend: Hello Emily, so what's your handicap now?

Emily turns to answer, but just then is stopped by another friend she meets.

Arthur gently, to the friend: Now, now, never ask a woman her handicap. That's like asking her age!

Arthur and the Chivas hero laugh gently in agreement, and clink their glasses.

There is a general air of bonhomie and chatter among golfing buddies in the bar. Suddenly, we see a young woman walk determinedly towards our table. She seems purposeful in her manner.

The Chivas hero sees her just as she's about to reach their table and looks a trifle nervous.

Chivas hero's wife: I thought what might be keeping you late...

She smiles at Arthur and the friend as well and says:

Where else would I find you, but at the club with your Chivas friends?!

Arthur to the Chivas hero: I like her spirit... another round of Chivas, please.



Film ends on lively banter and the pouring of whisky from a Chivas bottle.

**Super: Chivas Regal**

**The spirit of chivalry.**

### **TV advert #2 (Dinner with boss)**

Film opens on a young, newly married couple getting dressed to go out. The husband fusses around with his tie, as he paces the floor of their bedroom. While the wife is in a lovely evening dress, wearing her make-up in front of a dresser mirror.

Wife: I wish you had introduced me to your boss before we got married.

Husband: What difference would that have made?

Wife: I might have been better prepared for tonight's dinner.

Wife picks up her handbag from the bed, while her husband puts on his jacket.

Husband with a smile: Boss is cool. You will get along fine, believe me.

Dissolve to the couple in front of their boss's country home. It's late evening, but there's plenty of light in the sky and a lovely breeze blowing. Almost as if it's an omen of what's to come.

Door opens and a butler leads the couple into a large, drawing room-cum-library. There, the boss and his wife, both in their 60s, greet and welcome the couple.

Boss's wife to the young lady: I've been waiting to meet you. George keeps talking about your husband.

Young lady: Yes, Tim keeps telling me about his boss too.

Boss's wife: It's like we know each other already.

The young lady smiles, when we hear George's voice off camera: Esther, come and meet Tim.

As Esther excuses herself from camera (young lady's point of view), we find ourselves face to face with George.

George: I told Tim he could take more time off for his honeymoon if he wanted.

Young lady: That's very kind, but did you ask him if he wanted my company for that long?!

George (surprised, with a twinkle in his eye): I thought work brought him back.

Young lady (looking at the books in the library): Besides, we have a whole life together now.

George: Tim, I like .... already! That calls for a Chivas.

Young lady, as she takes her glass of whisky: Thank you

Esther to the young lady: Yes dear, give love more time to grow.

Cut to Tim looking at his wife as if to say, "Didn't I tell you, everything will be fine?"

Film ends on a lovely and pleasant conversation over dinner and whisky pouring from a Chivas bottle.

## **Chivas Regal**

### **The spirit of chivalry**

#### **Print Campaign for Chivas Regal**

Although print is always secondary to TV advertising in the wines and spirits category, it is necessary to use print advertising when a new brand launches, or when a brand launches a new variant or edition.

In the case of Chivas Regal, I think it could be used well to communicate the new brand positioning of the spirit of chivalry and reinforce all the great qualities of the whisky. I think the idea ought to be treated differently in the print medium, and ought to appear in leading international newspapers, especially business and financial dailies and magazines.

This is a 3-advert print campaign in which the product is the hero. It speaks to readers in the context of business and the corporate world and hints subtly at generational differences in the world of work.

#### **Print Advert #1:**

**Headline: As inspiration.**

**As reward.**

**Copy (written in two columns, one under each part of the two-part headline):**

(Inspiration section)

Your need had better be great, because a bottle of Chivas emerges from the bar only when the occasion seriously calls for it.

An old friend has dropped by and you have plenty to catch up on.

Or, wait, you're planning your next vacation and your wife thinks you have run out of ideas. The sweet, honeyed taste of the Speyside should help.

Oh, it's a business conference your company is hosting and the whole world is going to be there. No Scotch Whisky with greater international stature than Chivas Regal.

Need help with your keynote address?

Perhaps, you simply feel the need to unwind in luxury on a holiday. Let the keynote malt of Strathisla mellow your day.

Ah, a letter of recommendation that you're writing for one of your old colleagues, as she's been invited to teach at an Ivy league institution.

That must do you proud. We hope you're going to share a dram of Chivas with her as well.

(Reward section)

Are you sure you have truly earned this reward, for Chivas is not to be trifled with?

So, your old friend has accepted your invitation for old time's sake? Hmm, Chivas Regal and the ties that bind.

Was the vacation so wonderful, that your wife can't stop talking about it?

Maybe your keynote address at the conference was such a hit that delegates can't stop writing to you. We told you, nothing compares with Chivas in terms of stature.

And that long-awaited holiday, that never arrives. Surely, today is the day for the signature Strathisla malt to work its magic through Chivas.

As for your old, well, young colleague leaving with your recommendation, the finest reward would be to see her succeed.

Go ahead, drink to that.

**Chivas Regal**

**The spirit of chivalry**

**Print Advert #2:**

**Headline: Hello, ye knights. The roundtable is waiting.**

**Copy:**

The big day is here.

The one that separates seasoned campaigners from the fledglings. The Galahads from the Lancelots.

Today, we will hear everyone air their views.

And hopefully, important decisions will be made.

Lay your swords down, gentlemen (and ladies). And let your arguments fly.

And see them shot down. Only to be rebutted. And to be revived again.

The roundtable is not for the fainthearted. It takes guts of steel and generosity of spirit to see the big argument win.

And then, the whole world moves forward.

Moments like these were made for Chivas Regal, the purest spirit of chivalry there ever was.

**Chivas Regal**

**The spirit of chivalry**

**Print Advert #3:**

**Headline: There's always a higher goal. Always a more appropriate gift.**

**Copy:**

If the Chivas Regal 12, 15 and 18-year-old blends are among the better known and appreciated of our Scotch Whiskies, we like to believe it is because drinkers have to allow the taste to grow on them.

It sometimes takes Scotch Whisky drinkers as many years to fully develop their whisky tasting and appreciating senses and hone it into a fine art. Much like the young at work, who strive to follow in their leader's footsteps. Think of these then, as gifts for having perfected the art of discernment.

All the while, also know that Chivas 21, 25 and 30-year-old blends are waiting in the cellars. For when you have achieved your goals and are looking to higher purposes.

It is this quest that keep us on a forward march, that makes the world a better place and keeps us looking out for each other.

Chivas is happy to be part of this journey of discovery with the spirit of chivalry.

**Chivas Regal**

**The spirit of chivalry**

**Print advert promoting association with Waterford Crystal**

**Headline: If anything can make Chivas sparkle brighter, it's a Waterford.**

**Copy:**

Scotch whisky connoisseurs know how much the colour and clarity of whisky matters in its tasting and appreciation. After the Chivas bottle of dazzling golden whisky emerges from its silver embossed carton – which is dramatic enough – the Scotch ought to be poured into something that enhances its sparkle.

None does better justice to Chivas Regal than Waterford Crystal, we think. We are delighted to announce our partnership which will bring our consumers more elegant and sparkling ways to consume Chivas Regal. Including glassware and bar sets created exclusively for Chivas.

The spirit of chivalry burns ever brighter.

**Chivas Regal**

**The spirit of chivalry**

**Brand Strategy for The Glenlivet**

The Glenlivet is the world's first Scotch whisky and the original single malt. Most whisky and single malt drinkers know this well and the brand is held in high regard in whisky drinking circles.

That doesn't mean it doesn't have competition. Plenty of it, as old traditional single malts as well as newer ones vie for supremacy in a single malt drinker's

bar. From Glenmorangie owned by LVMH now and Glenfiddich as well as Talisker, Lagavulin and Laphroaig among the older ones, to Oban, Macallan and Highland Park.

The Glenlivet can hold its own and try to create preference for itself by reiterating its originality as well as its distinctive taste. However, it will not achieve that with what I happened to observe of its [website](#). Where Glenlivet cocktails greeted me on the home page, when I was looking for the story behind The Glenlivet and the single malt that started it all. Worse, the aqua-green colouring of the website is most inappropriate for a whisky, let alone a Scotch Whisky and a Single Malt, at that.

If the attempt was to hint at the natural beauty of Scotland, this doesn't do the job. Further, as I explain later in the document, there is perhaps no need for such strong colour-coding in the case of The Glenlivet.

More important, I would strongly advise against the kinds of variants being launched, obviously with a view to widen The Glenlivet range and be differentiated as a brand. I believe the strongest differentiator The Glenlivet has is its whisky-making process and its environment (air, water, land, etc). Unfortunately, The Glenlivet collection that I see on the website is differentiated on the basis of maturation by cask type. This completely distracts from the main brand story, as The Glenlivet is not about cask differentiation, nor about the type of oak!

We need to get back to the core brand, The Glenlivet 12-year-old and promote it for what it stands for. In addition, there are the 15, 18, 21, 25, 30-year-old Glenlivet Single Malts. Together, this ought to be the main brand collection. With a Double-Oak and a Founder's Reserve being an occasional product variant released every couple of years as a limited edition.

When I look at the [latest advertising](#) for The Glenlivet, I am even more horrified. This does not reflect the brand, its benefit, nor its core values in the least. It is brash, in-your-face communication without an idea.

### **Target audience**

The single malt drinker is different from the regular Scotch whisky consumer in that he/she has a preference for lighter whiskies. More importantly, single malt drinkers are people who like to drink and discuss single malts with their friends and fellow drinkers. In that sense, they form a club of people with similar tastes within the larger universe of Scotch Whisky drinkers.

They are people who have travelled widely and generally tend to be well-read and patrons of the arts. However, drinkers of single malt whiskies and

especially The Glenlivet would also be simple and unpretentious folk. People who are comfortable with their lives and their work, and do not feel the need to prove anything to anyone. Their consumption of The Glenlivet would be driven more by self-image than how others see them.

In that sense, we can also see how distinct The Glenlivet is from Pernod Ricard's other whisky brands, like Chivas Regal, Royal Salute and others. The Glenlivet and single malt consumers, by and large, would also tend to be purists, and they draw their sense of whisky authenticity more from Scotland's terrain, water, air and whisky-making process than from anything to do with royalty or any other obvious symbols or trappings of success.

### **Brand positioning of The Glenlivet**

The Glenlivet has already been positioned as the original whisky/single malt, from what I have seen of their limited communication in India.

I would have preferred a positioning that also says something about its taste, and what I had thought of was singularly distinctive. This brand positioning came to me from what I had read about how George C Smith started distilling The Glenlivet, where he defied the norms and rules of the time regarding whisky-making in the UK.

The single stalk of golden barley that is featured on The Glenlivet label speaks of an unwavering, unbending commitment to single malt whisky-making.

I notice that label design has been dispensed with, and I think we need to revive the single stalk of golden barley. From what I recollect from decades ago, the front label of The Glenlivet looked something like the one I have attempted to design now, though I must emphasise that I am not a designer.





Instead of cluttering the front label with so much text, as in the photograph below from Wikimedia Commons, the text ought to be shifted to a separate back label. Or designed as a neck-tag, since The Glenlivet is a prized premium single malt whisky.



The brand positioning of singularly distinctive also indicates that it is original, as in one-of-a-kind.

### **Brand Promise**

Only The Glenlivet Single Malt Scotch Whisky lets you savour the rewards of your unchanging commitment, in a singularly distinctive way.

### **Tone and manner**

Like I said, The Glenlivet is a straightforward and unpretentious brand. It is down to earth, enjoys a great bond with Scotland's and Speyside's natural environment, and is an elegant, light single malt.

Its tone and manner in communication too will be direct and unpretentious. It will be elegant, but shorn of any frills and frippery, pomp and grandeur.

It speaks directly to the drinker's head and heart about the simple pleasures of life, as enjoyed in Scotland.

Here, I must add that what I saw on The Glenlivet website and in the TV adverts is quite opposed to what I am recommending as a strategy and campaign idea to build The Glenlivet brand. Like I mentioned earlier, the aqua-green or any dominant colour is quite unnecessary as The Glenlivet doesn't need the support of bright colours. Its own colour palate is very simple, as the parchment-paper labels on The Glenlivet bottles of yore indicate. As I said, it is a simple, down-to-earth brand of single malt, so it's best to avoid excessive use of gold/silver, bright colours and loud fonts.

Parchment cream and black are main colours from a label and packaging point of view, with minimal use of forest green where necessary.

### **Creative Ideas for The Glenlivet**

The creative ideas for The Glenlivet express the singularly distinctive character of the whisky through the drinker's single-minded pursuit of his/her work/passion.

The brand campaign will be primarily led by TV adverts and video, followed by limited use of print advertising in select international publications meant for our audience.

#### **TV advert #1 (Inverness beckons):**

Film opens outside the door of a home in an upscale and leafy part of London. Doorbell is rung and the door is opened by a lady in her mid-forties, who smiles at us in recognition of our sudden and unannounced arrival at their doorstep.

She lets us into their home, leading us into their comfortable and inviting drawing room. Film is seen from the visitor's point of view.

Lady: Oh hello... what a lovely surprise!

Visitors (man and woman, off camera): Hello Gemma, hope we aren't disturbing you.

Gemma: Not at all, come on in.

We see a nice pan shot of a lovely drawing room, with bookshelves lining almost all the walls, hinting to us that this is probably a writer's home.

Male visitor (off camera): Trevor is up and about, I hope.

Gemma: Oh, Trevor. He isn't home, I am afraid.

Woman visitor (off camera): Off on one of his jaunts again, is he?!

Gemma: You guessed right.

At this point, we dissolve to Trevor somewhere in Scotland, taking a stroll down wooded glens and lovely streams. He's in Inverness actually, taking a long walk, with a little notepad and a pen for company. Every now and then, he stops to rest on a bench, thinks a little, jots down a thought or two. And then is off walking again.

We hear the sounds of birdsong, birds diving and splashing into streams, the sound of Trevor's feet walking on gravel and grass. The music is western classical, but with a Scottish lilt to it.

Dissolve to him, now at a small home they have in Scotland. It is evening, and he switches on his table lamp. His desk has a computer as well as papers piled up. There are books all over. He walks up to his bar, to fix himself a drink, when the doorbell rings.

He opens the door and is flabbergasted. We hear many voices greeting and cheering him. Camera turns around and we see all his friends.

Trevor (mutters to himself): Can't get away for a while, can I? Waves to them to come through.

Friend 1: We heard that!

Friend 2: You thought you could get away, huh?

Trevor: Alright... As they say, you can take a man out of Scotland, but you can't take Scotland out of him.

Then he suddenly notices his wife too in the crowd of friends who have descended on him. He is almost moved to tears, to see her and says:

Trevor (putting his arms around his wife): As my wife of 18 years, Gemma, knows only too well.

Friends (cheering): Hear, hear!

Film ends on the bottle of The Glenlivet in the bar closet with glasses of whisky.

**Super: The Glenlivet**

**Singularly distinctive**

**TV advert #2 (Music on the cliffs):**

Film opens with an aerial shot of the cliffs of Scotland, with steep drops down into the ocean. Camera swoops down in a spiralling fashion to spy a man in his mid to late forties, clad in a long black overcoat walking on the grassy meadows along the cliff-line.

It's a blustery day, with strong winds and storm clouds gathering overhead. Hands in his coat pockets, he is striding purposefully ahead, enjoying the last few moments of his evening stroll. The wind in his face and the roar of the crashing waves below doesn't seem to bother him.

Cut to him at his cottage now, where his wife opens the door and looks concerned.

Wife: I was worried... looks like a storm approaching.

Man: Yes, a storm... including the one in my head.

He smiles mischievously and then hums a sort of melody.

His wife looks puzzled, but in a way that suggests she's seen him like this before.

The man takes off his overcoat, hangs it on a stand. Goes to the room where his piano is, and comes out with a sheaf of papers in his hands.

We now dissolve to a scene late at night. The man is busy composing his musical piece on his piano, when suddenly, the lights go out. There is thunder and lightning, as the man fetches candles and lights them.

By candlelight, he composes and then rushes to the bedroom, calling his wife.

Man: Lisa, wake up. You've got to listen to this.

Wife simply turns over, draws the covers tightly around her.

Man: You've got to. I think it's beautiful, but it needs you.

Wife (joking sarcastically): Like you're Chopin composing the Nocturnes!

Man (playing along with wife's joke): Yes, how does Angus's Seaside Serenades sound?

They laugh.

Dissolve to him and his wife at the piano, as he plays the piece.

Wife (applauds): Should we tell our quartet in London?

Man (thrilled): So, you like it?! Calls for a drink.

Film ends on the couple enjoying a glass of The Glenlivet by candlelight, as the man plays the piece again. Music fades out in the thunder and rain.

### **Super: The Glenlivet**

#### **Singularly distinctive**

### **Print campaign for The Glenlivet**

In keeping with the image of The Glenlivet as a simple, authentic and first ever whisky in the world, we shall extoll the brand's virtues in print.

The campaign uses the visual imagery of Scotland and its stunning landscapes, glens and lochs, as a background for inspiring The Glenlivet Single Malt as well as the reader in surprising ways.

#### **Print advert #1:**

*Visual of a stunning landscape of the Speyside seen aerially. On it, are marked the coordinates of The Glenlivet's location.*

**Headline: Start here, and see where your journey takes you.**

#### **Copy:**

The Glenlivet, Moray in Scotland is where George C Smith began distilling the first ever whisky in the world way back in 1824. A Scotch whisky for sure, but more importantly a single malt. Distilled from the finest barley and malted to perfection. The result was a distinctive Speyside malt, noted for its sweet, honeyed taste with hints of vanilla, pear and oak.

A taste and a tradition that continues to this day, at one of the oldest and finest whisky distilleries in all of Scotland. Which is what makes The Glenlivet, the original malt whisky that started it all. None compares with the singularly distinctive taste of The Glenlivet, though. Little wonder serious single malt drinkers always return to The Glenlivet, no matter where they begin their whisky journey.

## **The Glenlivet**

### **Singularly distinctive**

#### **Print advert #2:**

*Visual of a beautiful highland stream running through Scotland's verdant landscape. On it, are written a few tasting notes of The Glenlivet.*

**Headline: It is always a matter of taste, isn't it?**

#### **Copy:**

The unmistakable, distinctive taste of The Glenlivet with its sweet honeyed palate and hints of vanilla, pear and oak. A tradition that began way back in 1824, at this Speyside distillery when George C Smith began making the world's first whisky. Only with the finest barley that is malted to perfection.

The taste continues to this day, at one of the oldest whisky distilleries in all of Scotland. With the river Livet flowing nearby, the waters of Josie's well, and the skill of our master distillers, The Glenlivet retains the singularly distinctive taste even today. When whisky connoisseurs and serious single malt drinkers appreciate The Glenlivet, we attribute it to their fine taste as much as ours.

## **The Glenlivet**

### **Singularly distinctive**

#### **Print advert #3:**

*The visual shows a dramatic shot of the Great Glen, with a family tree of The Glenlivet collection drawn on it.*

**Headline: You could say originality runs in the family.**

#### **Copy:**

From the time George C Smith began distilling the first ever whisky in the world way back in 1824, The Glenlivet has come a long way. Or has it? It is still distilled from the finest barley and malted to perfection. It continues to be a distinctive Speyside single malt, noted for its sweet, honeyed taste with hints of vanilla, pear and oak.

But the centuries-old traditions at one of the finest whisky distilleries in all of Scotland have also led us to innovate and create The Glenlivet with age-claims. From the 12 and 15 year-olds to the 25 and 30 year-olds, each is a tribute to the great lineage that The Glenlivet enjoys. Each is a singularly distinctive Speyside single malt in the way, only The Glenlivet collection of whiskies could ever aspire to be.

## **The Glenlivet**

### **Singularly distinctive**

#### **Print advert promoting a new Golf PGA tour**

**Headline: Golf comes home to Scotland**

**Subhead: The Glenlivet Speyside PGA Tour**

#### **Copy:**

At The Glenlivet we are delighted to announce Scotland's very own PGA tournament.

With The Glenlivet Speyside PGA Tour, golf returns to where it belongs. To where it was born. In the peaty bogs of Scotland, surrounded by wild heather, the winds from the North Sea and the magnificent coastline.

What's more, Scotland's first PGA tour is right next door to where The Glenlivet was born. In the Speyside region, with its lush and rolling greens, lochs and rivers aplenty, and the Great Glen, well, just an eagle away.

The greats of golf will be there. Each with his, and her own, distinctive signature game. And the most distinctive of whiskies will keep them company.

## **The Glenlivet**

### **Singularly distinctive**

#### **Other ideas for Chivas Regal and The Glenlivet**



In addition to the TV and print campaign, Chivas Regal and The Glenlivet will also have to consider the use of social media as well as events that the brands would like to associate with.

I suggest that both Chivas and The Glenlivet avoid advertising on social media, using it very carefully as a PR medium to announce corporate news, product launches, events, etc. The only digital campaign for Chivas Regal ought to be the one that introduces the idea of the new chivalric code for the brand and invites people to sign up to it at the brand's website.

However, both brands will need to build a database of regular and prospective customers and must engage with them through direct marketing, or email marketing.

As far as events are concerned, I would recommend that Chivas Regal, with its royal heritage and chivalry positioning, sponsor western classical concerts by The Royal Philharmonic Orchestra and the Royal Scottish National Orchestra as annual events. In addition, I recommend a partnership or association with a prestigious crystalware brand such as [Waterford](#) that Chivas can leverage to have a special bar set created for them which they can offer to consumers as part of the direct marketing programme. It would also serve as a surrogate product for Chivas Regal, when advertising in heavily regulated markets such as India.

The Glenlivet, being Scotland's original whisky ought to institute a new PGA Golf Tour of the Speyside, at its many highly regarded golf courses. This would be the brand's best association with the spiritual home of golf, Scotland, and it would focus attention on the Speyside region.