

## 100 PIPERS DIGITAL - FANTASY FOOTBALL



### THE BRIEF

100 Pipers is one of the largest selling Scotch whiskies in Thailand. Chivas Brothers wanted to target the 18-35 year old male market and capitalise on the huge following enjoyed by the English Premier League in Thailand by connecting that to the 100 Pipers brand.

*Thailand's largest selling blended Scotch whisky meets the greatest show on earth. Digital marketing driving and increasing brand recognition and loyalty.*

### THE ANSWER

Working closely with 100 Pipers, we devised an integrated campaign based around a community Fantasy Football game website.

The website gave the consumer a place to talk, play, and share their passion for football while engaging with the 100 Pipers brand – creating a community of fans of both football and the whisky.

The campaign exploited the use of Social Media by integrating with Facebook, allowing the users to switch between the website and the Facebook page.

The campaign was brought to life offline through a series of live events, advertising and promotions both On and Off-trade.

Circle brought together a number of specialist partners to deliver the website and its associated technologies.

### THE RESULT

- Website received 66 million page impressions
- 100,000 registered users added to databases via website
- 100,000 Facebook fans
- Campaign won the 2009 Premier Award
- Campaign extended for a further 2 years
- Chivas asked us to launch a Spanish version for Passport and La Liga

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