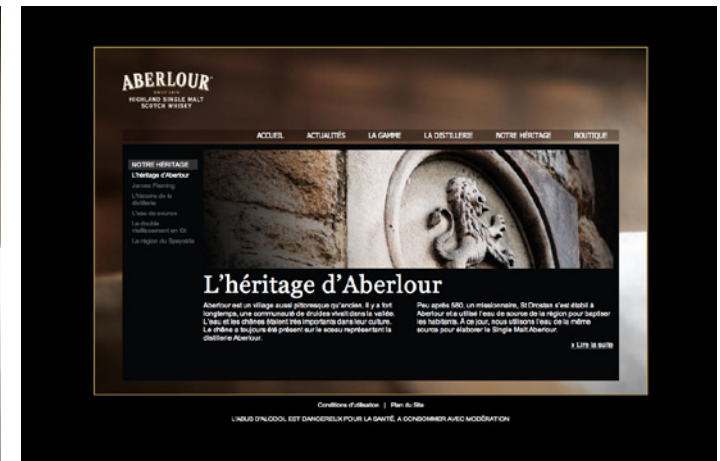
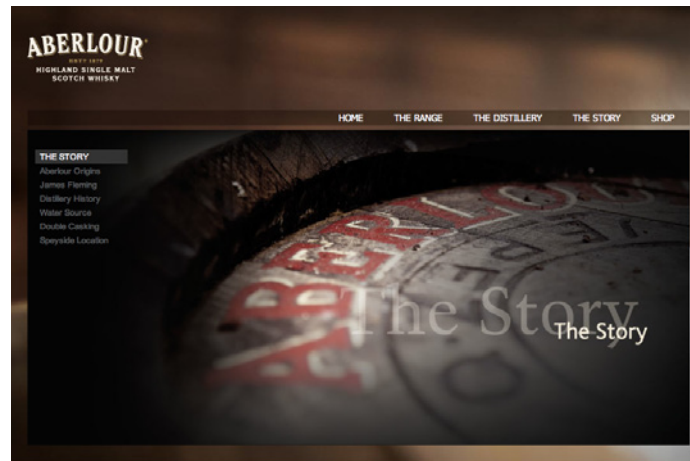
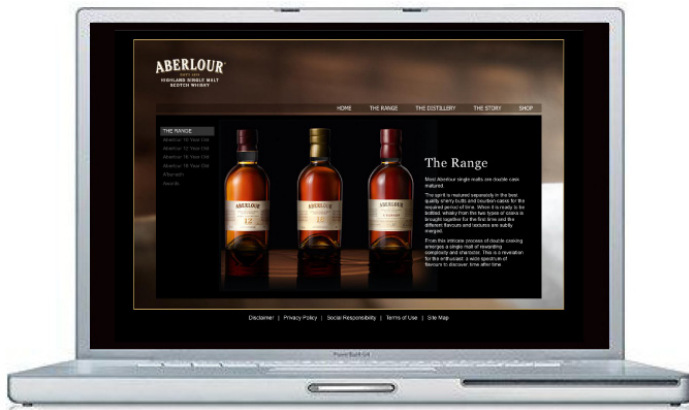


ABERLOUR - GLOBAL AND FRENCH CONSUMER WEBSITES



THE BRIEF

Following the finalisation of the new brand guidelines including the new photography, the brand owners decided to build a new global website to create online presence for the brand.

The website had to be the global platform for consumers to refer to about the brand, the range and to book tours at the distillery.

THE ANSWER

After discussion with the brand owners, we designed and built the Aberlour website which followed the new brand guidelines.

The website was designed using a simple navigation menu with sharp content, for an easy use by the consumers. We wanted the user to understand Aberlour as a brand with a strong heritage, a broad range, its production process and which will encourage them to book a visit the distillery up in Scotland. The website was launched in April 2010.

Following the launch in April, the French brand team were keen to invest in building the same website but in French language since France is No.1 market in volume and share. The website launched in France in October 2011. Compared to the Global site, the French version contains a 'news' section which the brand team has since been using to promote their annual 'gastronomic pop-up dinner', competitions and brand information.

THE RESULT

- Since launching in April 2010, the Global site has had 88,705 unique visitors from organic search
- In average, 157 bookings are made each month through the website
- Aberlour is market leader in France since 2007 with a 15.97% market share compared to main competitor (i.e. Glenfiddich) and it has strengthened since the launch of the website