

BALLANTINE'S 12 ON-TRADE EDUCATION PROGRAMME - WHISKOLOGY



THE BRIEF

The Ballantine's range is composed of five products which are all highly different one from another; at their core they share the same heritage. The main objective was to come up with an interactive tool to educate various types of bartender/on-trade outlet on Ballantine's 12 Year Old.

THE ANSWER

We developed an on-trade mentoring programme based on the unique qualities of Ballantine's 12, with a comparative tasting and a presentation about cocktails.

The main element of the programme was the whiskology presentation. This included information on Ballantine's heritage, commercial facts, a short comparative tasting of Ballantine's, and key cocktail recipes to make with the Ballantine's range.

We came up with the creative identity for the programme as well as a swatch book of recipes and presentation to bartenders as a leave-behind for bartenders to prolong their experience.

THE RESULT

- The mentoring programme strengthened Ballantine's sales in the on-trade, being the ninth best-selling premium spirit in the world (February 2011)
- Ballantine's is the world's No.2 range of blended Scotch whiskies and the No.1 selling ultra premium and prestige whisky in Asia