

CHIVAS REGAL - EBAY CHARITY AUCTION



THE BRIEF

Chivas Regal were celebrating their 200th birthday and wanted a unique global activation programme to mark this occasion, to draw attention to the brand.

THE ANSWER

The project was one of our most ambitious project ever, for which we came up with an online auction and branded communication materials to support the global activity. 'Chivas 200: The Online Charity Auction' was born. We sourced 500 auction lots that money alone could not buy, such as:

- An audience with the Pope
- Ballooning with Sir Richard Branson
- Singing with Chris de Burgh
- Meeting the F1 racing team
- A Salvador Dali print

In addition to these fantastic experiences, we recruited 200 charities to partner with to generate PR, which Circle co-ordinated across the world.

From coordinating the activity with 200 of Chivas Regal's local markets, we designed and built a website, and developed on and offline advertising strategies. Beautiful coffee-table books showing all the lots were produced as a memento. The campaign was linked with eBay globally.

THE RESULT

- This was the most exciting programme in the history of Chivas Regal, and the campaign was shortlisted for 'Revolution' Best Integrated Marketing Programme 2001
- We produced a global toolkit, taken up by all Chivas Regal markets, and organised a launch party at The Roundhouse, with international celebrities attending
- We were extremely proud to have raised over £1 million for worthy causes all over the world on behalf of Chivas Regal

CHIVAS REGAL - EBAY CHARITY AUCTION

