

CHIVAS REGAL GLOBAL TASTING PROGRAMME - LUXURY OF TIME



THE BRIEF

Chivas Regal asked us to create an interactive tasting programme to educate their consumers on the Chivas Regal range, including the 12, 18 and 25 Year Olds.

The tasting programme had to be designed in an original and interactive way, highlighting the skills needed to craft Chivas Regal. It was essential to develop a global programme with local market implementation in mind.

THE ANSWER

Circle created a bespoke concept exploring the skills, craftsmanship and time needed to create this exceptionally luxurious Scotch whisky by means of comparing them with the delicate assembly of an exquisite timepiece. We delivered an experience befitting the level of luxury of all three brands.

The imagery for the tasting programme consisted of beautiful, premium watches, effectively conveying the premium brand's messages.

We masterminded the concept for the programme along with supporting items in a toolkit format, such as an interactive flash presentation, tasting mats and a special edition of 'The Watch' coffee-table book as the perfect VIP gift.

THE RESULT

- 'Luxury of Time' is a brand education programme that works across the Chivas Regal range and can be used by all brand ambassadors across the globe to bring the brand to life in an easily digestible way
- We have thus provided a global toolkit for programme presenters