

CHIVAS BROTHERS LIMITED - BRINGING HERITAGE TO LIFE



THE BRIEF

Chivas Brothers needed a central digital platform to allow their staff across the globe access to the latest information about their brands and its home to make and confirm bookings for marketing visits to specific distilleries and other brand locations.

The site demanded unique functionality, so that it could work for both internal administrators and a range of visitors. For instance, the online booking form needed to be sent to the correct person to make a booking, according to the location and visit options selected by a website user.

THE ANSWER

After close discussions with Chivas Brothers, we created a website that was feature rich but user friendly for both internal administrators and visitors.

The website front end is controlled by a Content Management System (CMS), which allows administrators to make content changes, set up visitor itineraries with password protected access, upload photos, and send out emails to delegate groups.

Visitors to the site are able to use an online booking form to arrange visits, download itineraries for their specific trips, and view both photos and videos. The security on the site ensures that only users registered for specific visits may access that itinerary and associated information.

THE RESULT

- The website has hugely streamlined procedures for visits by the Chivas Brothers markets
- The site is now a core tool for the company's marketing functions across the world
- It is used as a best-practice example across the Pernod Ricard network (Chivas Brothers Limited mother company)