

## ROYAL SALUTE EXPERIENTIAL TASTING PROGRAMME - THE ULTIMATE RECITAL



### THE BRIEF

Initially created to honour the coronation of Queen Elizabeth II, Royal Salute 21 is known for creating some of the oldest, most prestigious blends of whisky.

Each bottle of Royal Salute is handcrafted using the finest materials and the same care and attention to detail that goes into making the whisky itself.

Royal Salute came to us with a view to creating a tasting programme that would educate and entertain their consumers, presenting a brand experience enriched with sophistication and exclusivity. The aim was to deliver a unique programme that would connect with their target audience, while providing the potential to draw on the curiosity and aspirations of new consumers.

### THE ANSWER

We created the idea of likening the Royal Salute blend to the intricate parts of a classical music composition: the world was then introduced to the Ultimate Recital.

The connection between Royal Salute 21 Year Old and classical music is that, in the same way that a composer selects each individual instrument on their highest merits and its ability to blend harmoniously, so Royal Salute Master Blender Colin Scott looks for exactly the same qualities in his instruments: the whiskies he selects.

Guests are mentored through each one of the malts that are keys to the blend, with the different instruments of the classically trained Royal Salute Quintet reflecting each one of the malts that make up the premium whisky. The Quintet then unites to perform Royal Salute – Ultimate Tribute, a bespoke composition written by award-winning composer John Mitchell, while the Royal Salute 21-Year-Old is tasted.

As well as devising the concept, we worked with local markets to coordinate the programme, and developed the experience by producing the support material required to create a successful and noble occasion.

### THE RESULT

- The Ultimate Recital proved to be a successful tasting programme that enlightened Royal Salute's consumers on their brand and whisky
- The success of the campaign has led to The Ultimate Recital being rolled out globally, with each recital generating critical acclaim and widespread PR coverage
- The Ultimate Recital is now in its third year of touring
- Royal Salute continues to have a strong footing in the super-premium drinks market in Russia, Asia and the Middle East, and at International Duty Free
- The Ultimate Recital continues to reward existing Royal Salute consumers while capitalising on the curiosity of new ones

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