

## SOMETHING SPECIAL 15 - LIMITED EDITION TIN



### THE BRIEF

Pernod Ricard Venezuela wanted to create a limited edition tin for Something Special 15 Blended Scotch Whisky. As Something Special 15 is quite premium for the Venezuelan market, they required that the tin encapsulate luxury and premium cues, while respecting their budget.

In Venezuela, Something Special 15 is offered as a gift and consumed by an older target audience of 35–55 years old.

### THE ANSWER

Following our briefing, we were told that we had to keep to one tin shape, as the local producer had only one standard shape that would fit the bottle.

After conducting research on tins in the Latin and South American markets, we came up with a few routes which all encapsulated the key elements of Something Special 15: the thistle, the burgundy and gold colours.

Our aim was to create a design that would convey the uniqueness of this 'whisky' and which will stand out on shelves. We liaised with both the brand team in Venezuela and the tin supplier in Peru for feedback and physical proofs.

### THE RESULT

- In the end both the client and ourselves were pleased with the design and final product, which will be on the shelves in early October:

*"After the brief was given to Circle in May, the work was carried out quickly and according to the brief. Given that the first manufacturer approached by PR Venezuela was unreliable and did not respond well, we lost some time at the beginning. However, once we changed to 'Envases Especiales' the communication between them and Circle was fluent and the work was carried out very quickly. In the end, the gift tin was completed within three months of the initial brief. Both the market and CBL were very happy with the end result."*

Verena Hantschel, Global Blends Brand Manager, Chivas Brothers Limited