

THE GLENLIVET BRAND EXPERIENCE - ABBEY ROAD



THE BRIEF

Our brief was to create a standout experiential activation for The Glenlivet to form part of an integrated 360° brand activation platform which could be activated in local and global markets.

We had to deliver an experience that evokes bonding between the audiences and encourages the sharing of knowledge, craft and skill.

The overall theme was 'passing on an inspiring legacy'.

THE ANSWER

We were inspired by the legacy of Abbey Road Studios, and decided to host a once-in-a-lifetime experience there to carry on the legacy of The Glenlivet. Usually closed to the general public, we were able to host this unique Glenlivet experience in their studios.

Like the Master of The Glenlivet, the music master and the venue needed to have a strong legacy to pass on and to inspire the audience. Guests were given the opportunity to record a track as a group. They were educated on what goes into recording and making a track. Musicians gave short tutorials on their instruments and guests were able play on these legendary instruments.

The evening ended on a high note with an informal whisky tasting and the opportunity to ask the brand ambassador questions. Guests were given leather-bound notebooks to record their learning and to perpetuate the legacies of the world's most famous recording studios. Post-event communication took the form of a personalized photo book of the evening encasing a copy of their recorded song and a personal photo.

THE RESULT

- The final part of the campaign was a toolkit, complete with a DVD, which we supplied to the market as both an incentive and inspiration to roll it out independently.
- The evening was a huge success and we had some fantastic feedback from consumers. Local markets have implemented the activity in their own countries, using the toolkit that we created.

Some guests said:

'One of the most unusual things I'll probably ever do in my life; an absolutely incredible experience coupled with unlimited great whisky!'

It was a bucket-list event!'

'The whole evening was outstanding; the event was very well organised. The promotion of the product worked well, as I now associate an amazing night out with Glenlivet whisky.'

[CLICK HERE TO VIEW THE VIDEO >>](#)

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"Abbey Road is a truly inspirational place populated by truly inspirational people... it is a real honour to be part of this event."

Phil Huckle, The Glenlivet Brand Ambassador



SAVE THE DATE

THE GLENLIVET INVITES YOU TO EXPERIENCE THE LEGACY OF "THE SINGLE MALT THAT STARTED IT ALL" AT THE WORLD'S LEGENDARY MUSIC RECORDING STUDIO. JOIN US AT **ABBEY ROAD, LONDON 31ST MARCH 2011**

To confirm you accept this invitation [click here](#) before 21st March 2011 >

THE GLENLIVET
