

## THE GLENLIVET CELLAR COLLECTION

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# 1973

CELLAR COLLECTION  
LIMITED EDITION



### THE BRIEF

We were tasked with developing a PR tool to showcase two truly remarkable releases of The Glenlivet, the 1973 Cellar Collection and the 1969 Cellar Collection.

The Glenlivet Cellar Collection is a limited-release product that presents the very best of The Glenlivet.

### THE ANSWER

We developed highly premium point-of-sale items, including consumer in-pack booklets, trade sheets, a mailing campaign and press packs to support the exclusivity of both these releases.

### THE RESULT

- The 1973 expression is the eighth release from the award-winning Cellar Collection range. Only 853 bottles of this acclaimed whisky were made available to purchase, in individually numbered bottles
- We created the 'Defining Moments' campaign which supported the launch of the 1969 Cellar Collection