

THE GLENLIVET GUARDIANS CASK TASTING



THE BRIEF

The Glenlivet Guardians programme is more than just a brand loyalty programme; it's a forum for whisky enthusiasts from all around the world to share their passion for the traditional spirit and to exchange knowledge, opinions and new ideas.

The Glenlivet regularly rewards this community of whisky lovers with special treats; this time it was an "invite-only" cask-tasting event in London, with the sole goal of choosing a single cask to bottle exclusively for their fellow The Glenlivet Guardians. The brief was to create a unique whisky cask-tasting event for five lucky The Glenlivet Guardians, whom we invited and brought to London for the day.

THE ANSWER

We undertook the task of running the on-line competition, selecting the winners, and updating the website with frequent blog posts and live feeds to Facebook, which were followed by fellow Guardians around the globe.

Aside from running the competition, we managed the prize winners from different countries across Europe as well as the full running order on the actual day. Our role included searching for the appropriate venue, selecting the food, arranging the tasting with the global brand ambassador, entertaining the guests, and branding the room in a tasteful The Glenlivet way.

A very special cask was chosen, which was originally filled on 18th December 1992, and stood at 55.4% strength. In the end we were extremely delighted to deliver this memorable experience for everybody involved and to engage The Glenlivet's trustworthy followers in such a personal way.

THE RESULT

- The results were nothing short of a unique consumer experience. Here is what the lucky participants had to say about the tasting:

"It was a great event, another of those that make us feel that we are the Guardians and we are important to The Glenlivet: we have an active role and get to decide things that are significant to us; we interact and are not just names on an email list."

Tom Alanko, Guardian Ambassador, Spain

"Looking back on this wonderful day, I can only be thankful to have been part of such a special event."

Martin Verbiest, Guardian Ambassador, The Netherlands

"I am proud to have had this great opportunity and I can't wait to do it again!"

Peter Pfundheller, Guardian Ambassador, Germany