

THE GLENLIVET DISTILLERY EXPANSION



THE BRIEF

His Royal Highness the Prince of Wales opened a new extension to The Glenlivet Distillery, 186 years after the foundations were laid by this pioneer of the industry.

The £10 million distillery expansion signals The Glenlivet's bid for global leadership in the production of single malt Scotch whisky, and we were tasked to bring the event to life.

We were asked by the The Glenlivet team to create the identity for the event along with the supporting collateral.

THE ANSWER

We developed the visual identity for the event, including a timeline motif to represent The Glenlivet's rich history. This identity was then followed through to the development of communication materials including invitations, press packs, venue dress, timeline video, guest coffee-table book for gifts, and event branding.

We organised helicopter rides for guests to give them a glimpse of the beautiful surroundings and the remote location of the distillery. To mark the occasion of the opening of the new extension, we implemented a time capsule so that future generations can discover what The Glenlivet whisky meant in 2010.

THE RESULT

- During the visit, Patrick Ricard, Chairman of the Board of Pernod Ricard, and Christian Porta, CEO of Chivas Brothers, invited His Royal Highness to tour the distillery's facilities, meet key members of staff and unveil a commemorative sculpture
- There were 700 The Glenlivet guests present from across the world to share in this memorable day

"The opening was a momentous occasion in the long and proud history of The Glenlivet Distillery. It was a privilege to be involved with the new building and we are honoured to have such distinguished company to mark the occasion."

Master Distiller Alan Winchester, a lifelong resident of Speyside, who has been a leading light in the industry for 34 years.

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