

THE GLENLIVET - OFFICE PUTTING



THE BRIEF

The Glenlivet sought to strengthen the brand's association with another of Scotland's great exports – golf – in the minds of the consumer. More than that, however, it wanted to create a marketing experience that meant consumers, staff and the trade would engage with the brand in an interactive and innovative way.

Mixing business with pleasure was the key criteria for the activity.

THE ANSWER

Working closely with The Glenlivet, we developed 'Office Putting' - a 360° global campaign.

This was an international and interactive concept that made the brand the central focus of an office-based golf tournament and delivered a strong message of mixing business with pleasure.

By using the bottle, canister and brand packaging to create a golf course, we encouraged participants to take part in a putting tournament held in their office. This was done in conjunction with an educational programme centred on whisky tasting. Companies were provided with kits containing everything they needed for their own tournament and whisky tasting. Winners were invited to attend a global competition.

In support of the campaign, we built an interactive website to further educate consumers on the brand and to encourage and facilitate the establishment of long-lasting relationships with the brand. The final piece of the campaign was a toolkit, complete with DVD, which we supplied to the market as both incentive and inspiration.

THE RESULT

- The championship raised thousand of pounds for charity by means of celebrity putting, and sponsorship
- The campaign was so successful that it ran for five consecutive years
- The concept was rolled out globally across international markets (Germany, USA, etc)
- The campaign raised hundreds of thousands of pounds for charity
- 400 companies in the UK and in an additional nine countries representing the rest of the world participated in an international championship in the UK
- Mainstream media such as The Times covered it
- Brand owner Chivas Brothers saw the campaign as part of its core customer engagement strategy for five years
- More than 100,000 people engaged with the brand and sampled the product

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