

Marketing Society Star Awards 2015

CUTTY CARGO TOKYO

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Cutty Sark Blended Scotch Whisky

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THE CHALLENGE



BRAND PERCEPTION

Blended Scotch Whisky is perceived very much in a traditional way in Japan (heather, weather and tartan!) and Cutty Sark was no exception to this stereotype, it was seen as an off-trade whisky consumed by an older generation not only by consumers, but also by our distributor.

Our goal was to change this perception and re-invigorate the brand by hosting a global event with a difference amongst a very influential crowd attending the Tokyo Whisky Live and Bartenders Show.

We wanted to really shake up - and wake up - the category!





THE CHALLENGE

FROM THIS TO THIS!





THE CHALLENGE



LANGUAGE BARRIER

Working with an international team with very different language and cultural barriers

A TOUGH CROWD

We wanted to build and change awareness of the Cutty Sark brand and its story in Tokyo. To do this amongst our target consumers of 25-35 years old bartenders, influencers and consumers we had to act in a relevant and engaging way. We recognised the enormity of this task - we had to create intrigue and theatre to stand out from our competitors.

NO BUDGET FOR A PR/EVENT AGENCY!

Due to restricted budgets - £30k from global brand team and £30k from in market team – there was no room for an agency to manage the organisation of such a plan. Therefore this entire event was planned from Scotland with the distribution team in Japan mainly over the phone.

LIMITED RESOURCE

No team dedicated to the brand in market therefore an international task force was created to ensure the plan and logistics were successful.





OBJECTIVES



In order to raise brand awareness and overcome the above challenges, we set the following objectives:

- Deliver **unique experiences** and brand engagement that would guarantee PR coverage in new media – **not just trade press**.
- Use the event to launch a new expression 'Prohibition Edition' to drive new sales in the on-trade to **inspire our distributor**.
- Invite internationally recognised bartenders to host bespoke and **exclusive master classes** for bartenders, media and consumers.
- Showcase the **vibrant, urban personality** of the Cutty Sark brand amongst a traditional competitive set.





OBJECTIVES



- Invite influential bartenders from our main markets to the event to **launch a global bartending community** and to **build brand equity**.
- Create a **bank of assets** to allow international teams to use collateral within their own market – make the activity **globally relevant**.
- Identify and launch **key social media platforms** for our Japanese target consumers to build our online community.
- Demonstrate that we are a whisky created to be mixed – celebrate **Cutty Sark in cocktails!**





OUR STRATEGY – CUTTY CARGO

We decided to **disrupt** Whisky Live and The International Bartenders show in Tokyo with **Cutty Cargo**, the brand's global event series which gives our audience the opportunity to discover the best creative talent in one place.

It was to be hosted inside a **big yellow speakeasy club** replicating the 1920s and 1930s when the brand was introduced in the USA during the Prohibition era.

RATIONALE

Cutty Cargo is our PR activation platform. The simple idea has been designed as a medium that can be easily adapted to suit the audience and specific requirements of each market.





CREATING UNIQUE EXPERIENCES AND GREAT CONTENT

Targeting a younger audience fundamentally changed the way we approached, served, thought and talked about whisky as this audience thinks differently, acts differently and wants different things from life. Entry to our speakeasy was by allocated time slot. We had something for everyone.

THE EXPERIENCES

- Photographer Irwin Wong created bespoke work of Tokyo's subculture, prints of which were displayed in a mini art gallery in the speakeasy.
- Tokyo DJs played live house music in-between master classes – in great contrast to what was happening in the main arena.
- Local illustrator Shingu Taishi captured hand drawn bespoke images of visitors to our stand as part of a giant mural.





CREATING UNIQUE EXPERIENCES AND GREAT CONTENT

THE CONTENT

- Guests were invited to write a message in a bottle recommending their hot spots of Tokyo, which were then shared on Facebook.
- Limited edition bottles with bespoke labels to give away to media and as prizes to consumers.
- Yellow, branded goody bags for each person who entered the speakeasy containing product samples, yellow mug, Cutty cap and recipes of the cocktails created for the event.
- Photographer and videographer on site to capture the event and for sharing on social media.





CUTTY SARK PROHIBITION EDITION LAUNCH

To introduce this new and exciting expression to the market, we created a real buzz at the event by ensuring the experience of entering Cutty Cargo was similar to entering a genuine speakeasy bar with suited bouncers protecting a clandestine entrance.

Once inside, guests could then experience:

- **Bespoke Prohibition Edition cocktails** created by our guest bartenders served in mugs, replicating the authenticity of the era
- **Master class and tutored tasting** with Cutty Sark Master Blender Kirsteen Campbell
- **Brand history and product story** was brought to life by Senior Brand Manager, Wendy Harries Jones





A FUSION OF THE BEST BARTENDERS FROM ACROSS THE GLOBE

Headlining the weekend with bespoke and exclusive master classes for bartenders, media and consumers were three world renowned bartenders, celebrated for their craft:

- **Jim Meehan**, managing partner from PDT, world renowned speakeasy bar, New York.
- **Wayne Collins**, internationally recognised award-winning bar trainer, UK.
- **Yujiro Kiyosaki**, owner of Bar Libre, Tokyo and known for classic Japanese cocktails with a modern twist.

We created short films of each bartender celebrating cocktail making trends in their home cities and crafting bespoke drinks with Cutty Sark Blend, Cutty Sark Prohibition and Cutty Sark Storm. The films were subtitled in Japanese and English and broadcast both inside and outside our speakeasy.





RAISING BRAND AWARENESS AMONGST EMERGING INTERNATIONAL BARTENDERS

We encouraged our international brand managers in our key markets to **invite influential bartenders** to attend – we had guests from Spain, Greece, Portugal, Turkey and Japan.

This created a great opportunity for:

- spending time getting to know and learning from our renowned bartenders
- sharing experiences
- networking
- learning new skills
- finding out about latest bartending trends



An output of this gathering of minds was an appetite for **continuing to build these relationships** by developing an on-going community and network of bartenders from across the world. This idea is now moving to reality with the seminal meeting of the **Cutty Sark Bartenders Community** taking place in Southern Europe during September 2015.





RAISING BRAND AWARENESS ON SOCIAL MEDIA

Cutty Cargo was the launch pad for Japan's Cutty Sark Whisky Facebook and Instagram pages. These platforms were identified as the key focus for our target consumers in Japan. There were two key activities to link the physical event to the online sphere and create buzz online around Cutty Sark.

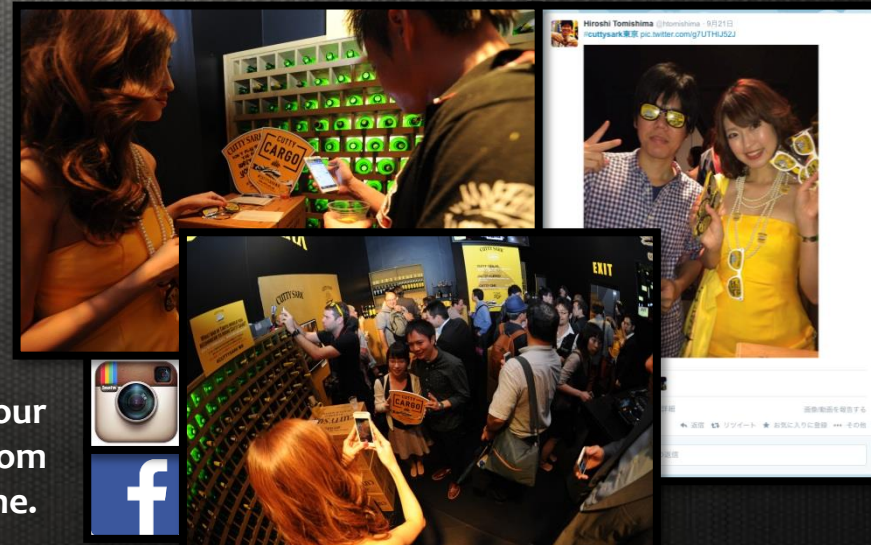
FACEBOOK

In order to receive a pair of yellow branded sunglasses guests posed wearing them and their photos were uploaded onto their own and the brand's Facebook page using #CUTTYSARK東京.

INSTAGRAM

Photos of guests were taken adding their 'message in a bottle' to the bottle wall and were posted to Instagram using #CUTTYSARK東京.

This playful and on-brand approach was key to targeting our consumers who live in the on-trade world. Starting from nothing, we very quickly built an interactive audience online.





THE RESULTS

- PR exposure including **9 trade and 5 lifestyle papers and 114 consumer websites** totalling an ad value to **£163,183.38**. Lifestyle media engaged for the first time as well as traditional trade media.
- Japanese distributor placed **first order of Cutty Sark Prohibition** - now planning on trade promotion to develop core accounts using this expression (40-50 accounts).
- Over **350 consumers, bartenders and media** were educated at **9 master classes**.
- Over **2,400 people** entered our speakeasy over two days.





THE RESULTS

- Turkey inspired to host next Cargo Bartending event in 2015 and **Cutty Sark Bartenders Community created**
- **Bottle messages totalled 398**, details of 284 people collected for consumer database
- Distributed over **2,000 Cutty mugs**, **1,500 Cutty bags** and **1,000 sunglasses** to guests
- Japan launched social media for first time – **Facebook page now at 2800+ likes** and over 70 impressions captured during the event.





MISSION ACCOMPLISHED





APPENDIX

LINKS TO FILMS CREATED FOR EVENT

- [EVENT SUMMARY FILM](#)
- [CITY COCKTAILS WITH JIM MEEHAN](#)
- [CITY COCKTAILS WITH WAYNE COLLINS](#)
- [CITY COCKTAILS WITH YUJIRO KIYOSAKI](#)

