



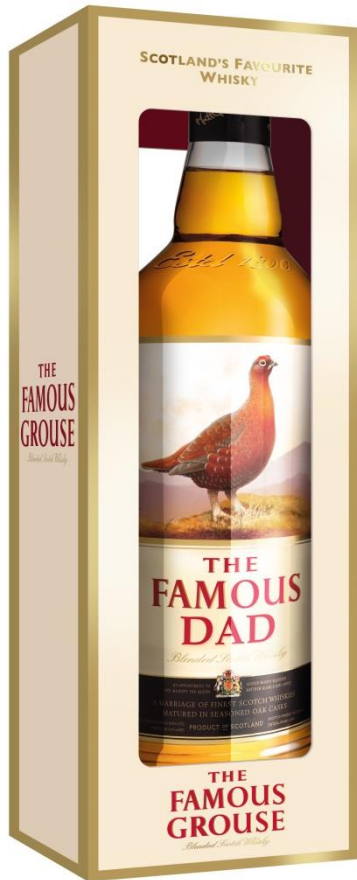
# Famous Moments Are Worth Sharing

## The Famous Grouse Personalisation Campaign

STAR Awards Submission 2014  
2.3 International Marketing



# Background to the brief



- Personalisation has been a key offering from The Famous Grouse since 2006
- The ideal gift for whisky-lovers, allowing consumers to personalise both front & back labels
- The offer has gained significant international appeal, with 1 in 3 of our global distributors now running personalisation mechanics
- By 2013, over ½ million consumers had personalised their own bottle
- In 2014 our personalisation offer evolved & was supported by a global communications plan...

# Unique photo-label personalisation launched in 2014

**In 2014 we launched a new type of personalisation where consumers can add their own imagery**

- Capture a famous moment or favourite photo on the front label
- Add a personalised name e.g. “The Famous Bridget”, “The Famous Richard”
- Combine this with a personalised message on the back label to create a truly personalised gift



# Campaign Objectives

**Support the launch of new photo-personalised bottles in six international markets by:**

1. *Delivering a 360° campaign activation which is relevant & motivating to a diverse group of consumers in UK, Cyprus, Greece, Portugal, Hungary and Bulgaria*
2. *Moving The Famous Grouse from traditional 'sip & savour' occasion into a more sociable space to become relevant to today's whisky consumer*
3. *Driving volume sales during the key festive gifting season*





# Strategy Planning



# We operate in an increasingly diverse & regulated framework

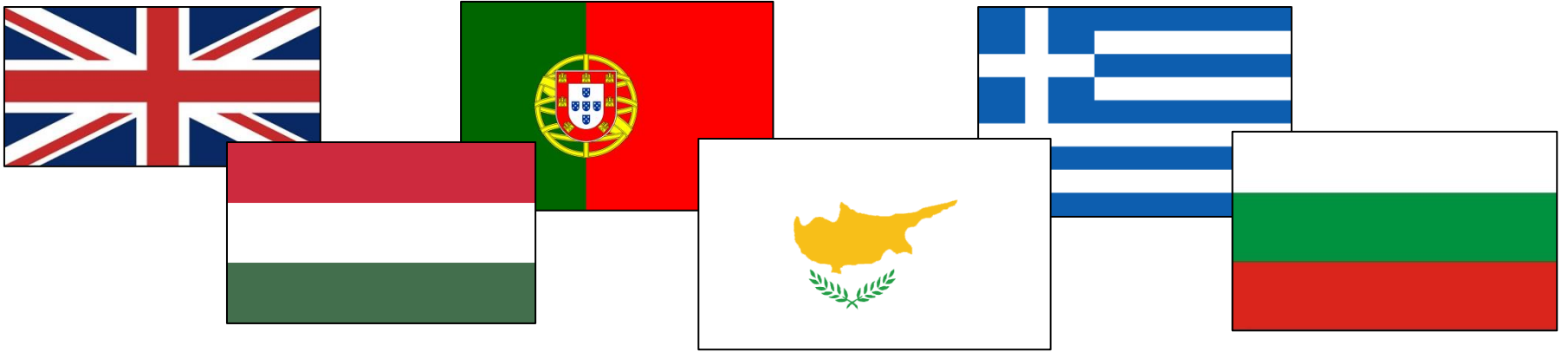


Each country taking the global campaign has a different Legal restrictions and regulatory guidelines

Including one “dark” market where neither the whisky bottle itself, nor the consumption of whisky, can be shown

One budget needed to cover these six disparate market requirements

## Our Campaign Idea needed to have stretch



Across the 6 international markets there are a wide range of consumers.

- Markets were running a mix of recruitment & loyalty strategies
- Both mature & developing stages of brand life-stage

**We needed to find a Campaign Idea with simple,  
compelling common-ground**

# The Famous Grouse campaign is built on real consumer insight

## Tapping in to a global trend

Personalisation is one of 16 global mega-trends.

‘Trendwatching’ term this “*Youniverse*”

At the heart of each consumer’s Youniverse is the desire to be recognised for his/her individual tastes, personality and identity through their purchases & consumption



(Source: Trendwatching, 2014)



# This global trend is also relevant to whisky



*“Whisky I would give someone as a gift”*  
is one of the key image statements driving  
consumer interest in the category

(Source: Millward Brown Global Tracking Study, 2014)

# The 'selfie' is bang on-trend!



Campaign  
Activation



# Campaign Idea

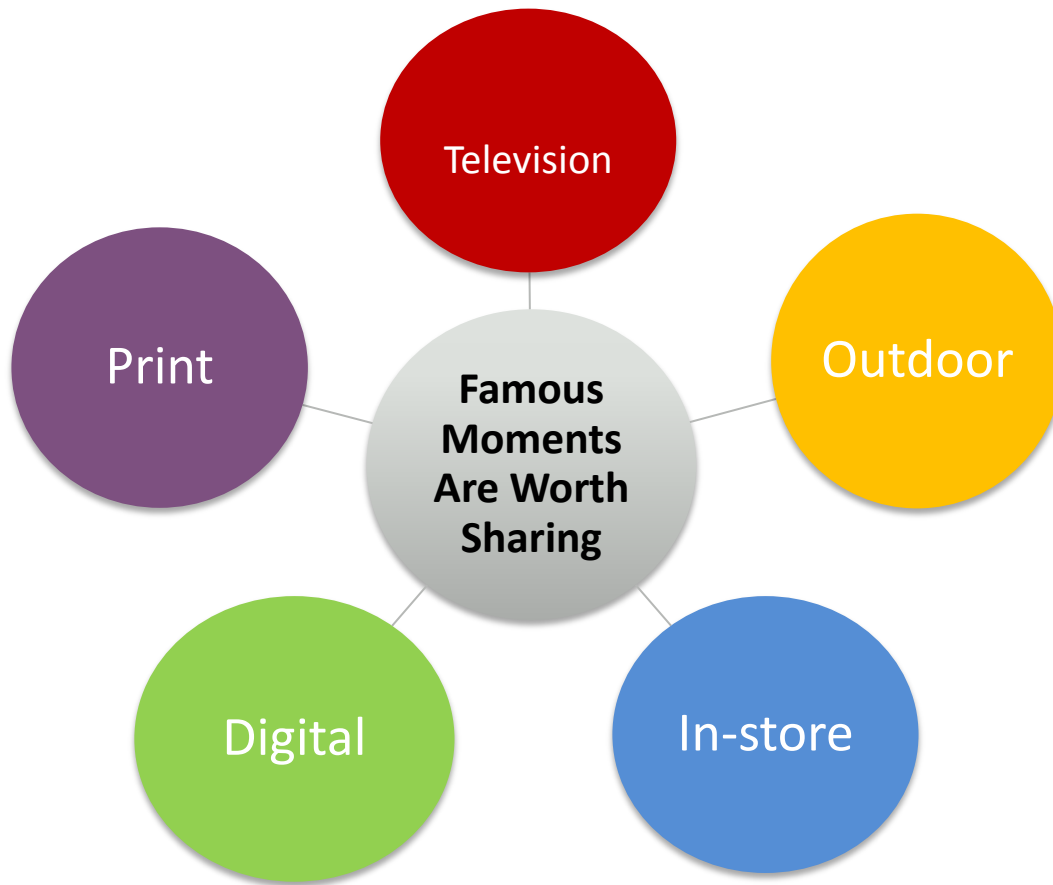
## **“Famous Moments Are Worth Sharing”**

It's about remembering  
moments shared together and making  
those moments Famous





# We created a flexible campaign architecture



**Our international markets were able to tap in to a suite of assets.**

**This enabled them to create bespoke campaigns to best suit the local needs, whilst maintaining a coherent campaign.**



# An international TV advertising campaign was created to drive consumer awareness



- Global ad campaign created which needed to be run as sponsorship idents in the UK and TVC copy in 5 other markets
- **One campaign with 6 bespoke executions** tailored to local market needs & regulations. Each execution had bespoke:
  - Personalised bottle, featuring names relevant to local consumers
  - Endframe with unique call-to-action
  - Local language messaging & voice-over
- 30", 20", 15", 10" and 5" spots to deliver both launch & frequency media mix objectives

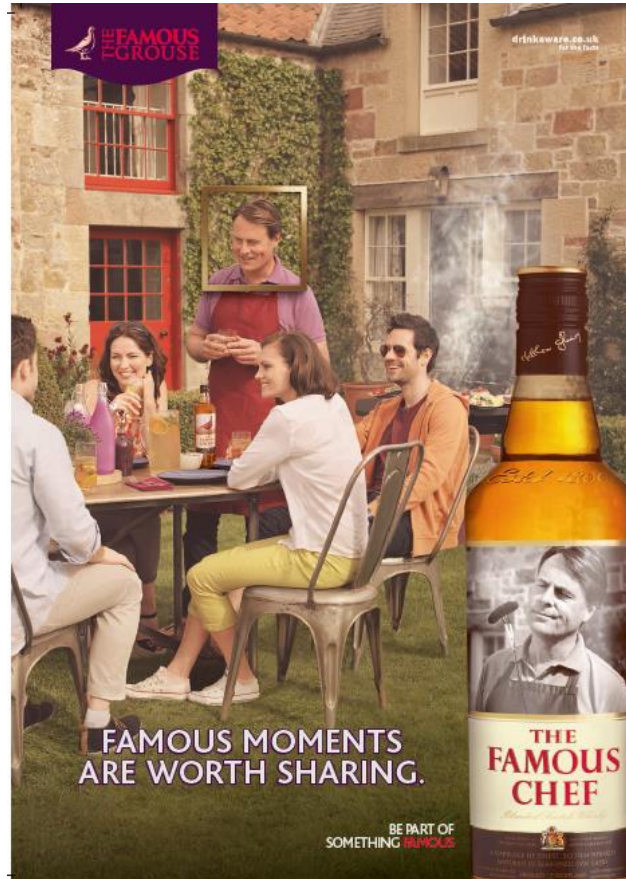
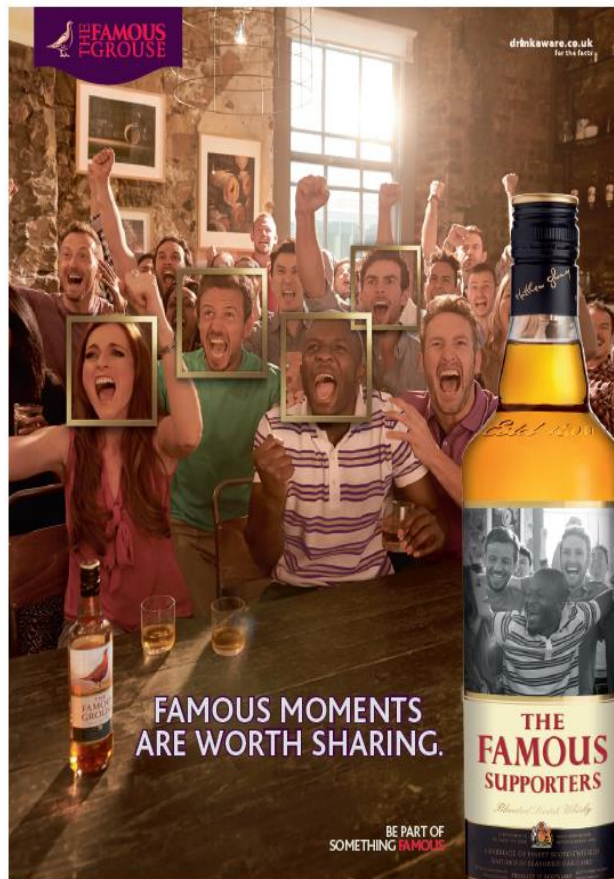
# The TV creative is available here:

<http://www.youtube.com/playlist?list=PL-Uj5Oz1fcny2JO97JFdS7ncMalZjvmkT>





# Three print executions were developed to ensure relevance in a diverse range of markets



# Digital: microsites were developed for each market



- Microsites were created & launched in all markets to enable online ordering
- Each international site needed to work within local legal frameworks whilst maintaining a consistent campaign identity



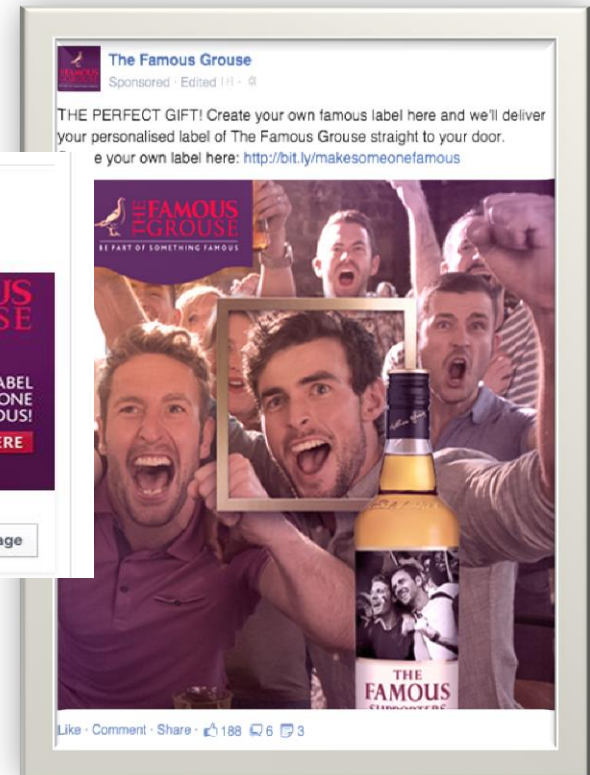
# Digital: online campaigns ran across local Facebook pages and relevant partner sites

- Brand Facebook pages were activated in every market, driving further engagement
- Banner advertising created to run during campaign on key partner sites
- Strong call-to-action to support Above-The-Line





# Digital: A range of Facebook posts helped drive engagement



Each market was able to access central Facebook posts to create a bespoke digital plan for their local consumers

# Markets created their own local Outdoor executions using central templates



# In-store activations taking campaign message through-the-line



“Offer A Unique Gift”



Templates were created for in-store assets, including posters, sampling materials and giant replica bottles!

Personalisation kits were installed in key retailers. Shoppers could personalise their own bottle in-store using their Facebook photos.





# Campaign Results



# Campaign Results 1

*Objective 1: Deliver a 360° campaign activation which is relevant & motivating to a diverse group of consumers in UK, Cyprus, Greece, Portugal, Hungary and Bulgaria*

## Results:

- 6 individual TV executions created within a budget of £170k (less than a single TV ad would typically cost!). ✓
- We created strong, effective TTL campaigns working with each of our 6 market partners ✓
- In the UK, The Famous Grouse was the #1 spirits advertiser over the Christmas period. Sponsorship idents on Channel4 delivered 4k TVRs (vs Target of 1,500). ✓
- Tracking research showed significant moves in brand relevance & appeal among consumers (see over). ✓





# TV advert performed significantly above all category norms



The TV ad is seen as highly enjoyable and involving, with solid brand integration.

Message takeout focuses on sharing & sociability – in line with the creative idea

**The campaign has delivered strong results & positive shifts in brand equity**

- **Recognition: +12pp** (significantly above Millward Brown norms)
- **Branding: +6pp** (significantly above Millward Brown norms)
- **Enjoyment: +12pp** (significantly above Millward Brown norms)

(Source: Millward Brown, Jan 2014)



# Campaign Results 2

Objective 2: *Move The Famous Grouse from traditional 'sip & savour' occasion into a more sociable space to become relevant to today's whisky consumer*

## Results:

- 80% of personalised label redemptions were by consumers younger than 45yo. The campaign reached a new whisky audience for The Famous Grouse (whilst maintaining relevance to core users). ✓
- 19% of all consumers were new to the brand & aged 24-44yo ✓
- 1 in 3 consumers in Cyprus returned to purchase a 2<sup>nd</sup> personalised bottle ✓
- Social media campaign support helped build relevance with *new consumers in all 6 markets* (see over). There was real consumer engagement with the campaign idea. ✓



# Social publicity helped the campaign get traction with younger consumers across all markets

**Thekla Aristarchou**  
Yesterday at 16:45 · Edited · 🌐

**#TheFamousGrouse**  
Make your own at Papantoniou supermarket from Tuesday to Sunday :) 9-14/12/2014  
ElenaGioula Christina




20 Likes · 4 Comments

**Nicolas Ioannides** changed his profile picture.  
Yesterday at 20:31 · 🌐



187 Likes · 3 Comments

**elkalia** · 2d



κα μεταμορφώθηκε σε Κάλια! 😂😂  
#iwokeupfamous #lovedit  
#use #makesomeonefamous  
nents



Pote ena tin pioume?? Giorgos Teoulidis Michalis  
Michael Kyriakos Makris Christos Lambr... See More

75 Likes  
12 Comments



# Campaign Results 3

Objective 3: Drive volume sales during the key festive gifting season



## UK

- UK saw a +2% volume in 70cl bottles (in a market traditionally dominated by 1L at Christmas).
- 12k personalised labels delivered in UK alone.



## Cyprus

+91% Off-trade volume vs last year



## Greece

- +20% Off-trade volume vs last year
- 30k new consumers reached



## Bulgaria

• +73% Off-trade volume vs last year



## Hungary

- +53% Off-trade volume vs last year
- 21% of those sampled in Off-trade went on to purchase a personalised bottle



## Portugal

• +9% Off-trade volume vs last year

