



The Marketing Star Awards 2016

3.3 Communications: Digital

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1.0 AMBITION AND CLARITY OF OBJECTIVES

1.1 Introduction

The Dalmore is a brand on a journey. Having established global hubs in London, Paris and New York, 2015 was a very important year for the brand with new routes to market opening up, and new expressions launching in Asia. With this in mind, it was vitally important The Dalmore's global marketing team ensured their digital platforms were effective in presenting The Dalmore's luxury credentials to potential new consumers.

Previous to 2015, The Dalmore brand website was dark, clunky, lacked energy and was not very user-friendly. The website was old fashioned in design and technically did not reflect brand positioning or consumer usage trends. The brand's social channels followed the same pattern with brand voice largely lost amongst the posts.

The Dalmore has a unique opportunity to raise online perception and get its brand digitally fit on dotcom and social networks
- all reaffirming The Dalmore's unyielding commitment to luxury.

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OBJECTIVES

- Creation of the right luxury platforms online for new markets to discover The Dalmore.
- Growth in the brand's social reach.
- A refresh of online brand imagery to ensure the brand voice is being communicated effectively.
- Implementation of a social media strategy to increase engagement rates.
- Creation of new interactive platforms to tell the story of the brand.



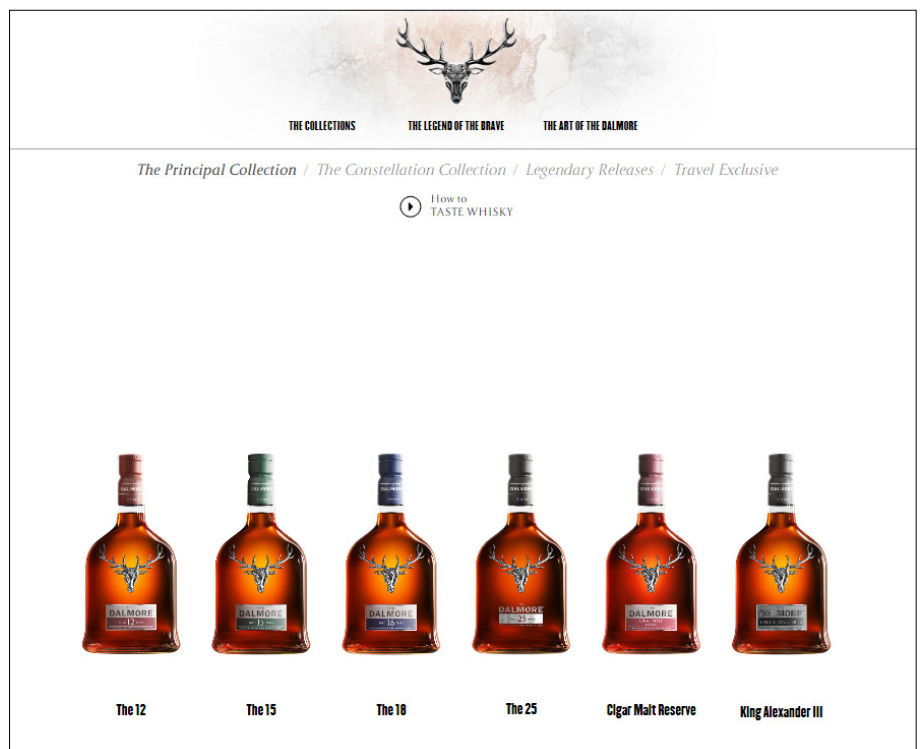
2.0 STRATEGIC THINKING AND EFFECTIVE PLANNING

2.1 Digital strategy key principles

As a flagship communication vehicle, the digital platform is key in positioning The Dalmore and its luxury credentials to a global audience. To achieve stand-out, the global marketing team looked outside their immediate category at other luxury brands such as Chanel, Berluti and Rolls Royce. To ensure alignment with these inspirational luxury brands, the global marketing team conducted a vast amount of research and set out the following key principals for their digital strategy:

- All designs should be light and clean allowing the brand stories and visual content to be the hero.
- Must enable new web behaviour: responsive design / scrolling / tablet-friendly.
- Should look modern, super-premium and luxury with browsing an easy and enjoyable experience.

The digital platform is key in positioning The Dalmore and its luxury credentials to a global audience

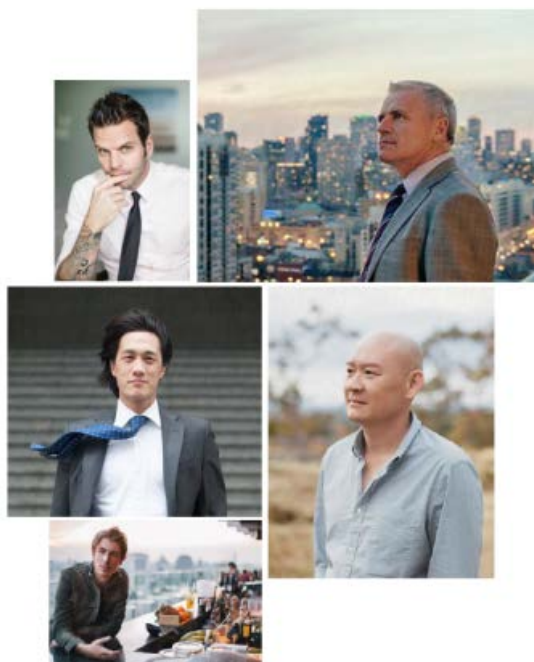


2.2 Consumer insight

Luxury is no longer defined by excess and overt logos - it's becoming much more subtle, personal and exclusive. Conscious of this, it was important that the global marketing team clearly understood who their target consumer is, and what's important to them. The global marketing team's research identified the Luxury Malts drinker as:

- One of life's decision makers, a man of substance, a force of nature.
- An independent thinker, successful in his field.
- Confident and opinionated, but open to new thinking and learning.
- Appreciative of life's luxuries and unapologetic about their ability and desire to indulge in them and talk about them.
- Obsessed with detail, quickly spotting logic flaws in stories.
- Having a level of sophistication that quietly distinguishes them (from standard drinker).

These insights informed every aspect of the redesigned digital mediums. The design of the new website and app are clean, crisp and in line with other luxury brands from the fashion category. There is also a focus on communicating just the information the customer requires with no superfluous content. The app was designed to deliberately stand apart from other malt whisky brands within the category, aligning itself much more with non-drink luxury brands.



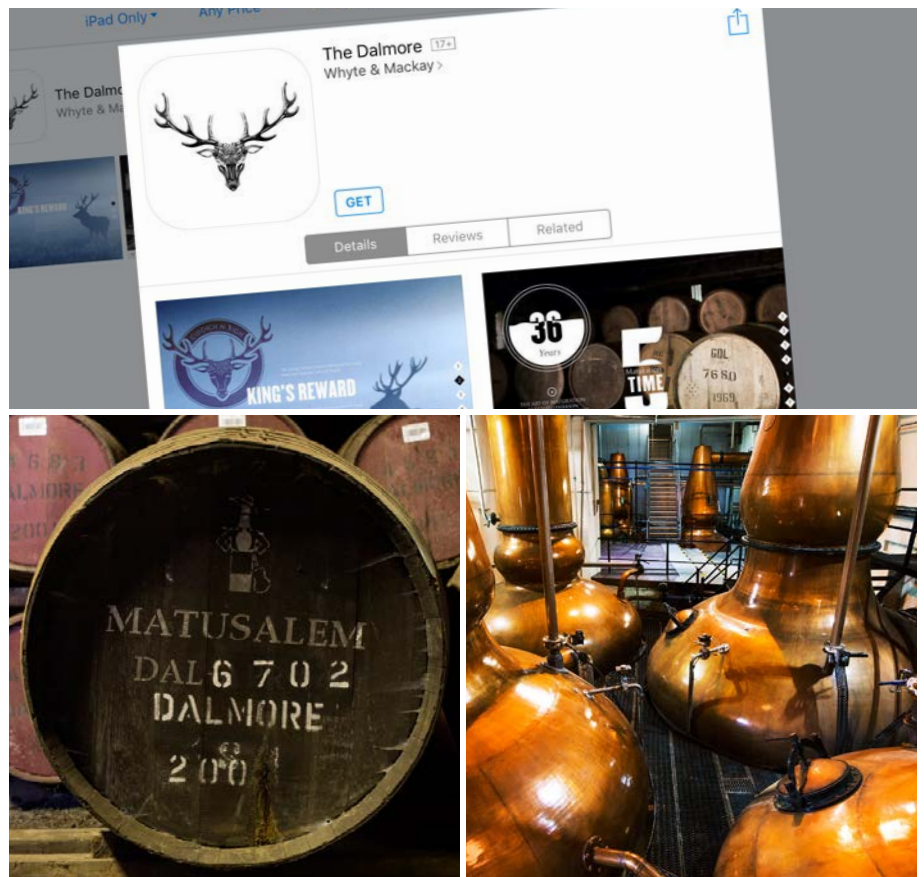
2.3 The Dalmore new website and iPad app

With plans in place to launch The Dalmore's new website and app in mid-July 2015 (before entering into new markets), it was vitally important that the global marketing team ensured the correct brand assets were in place. This included an update of all photography at the distillery, a refresh of the brand story as well as new content and copy for each of The Dalmore whiskies. At every level, the creation of these new visual assets was directly influenced by the research undertaken by the global marketing team and benchmarked against other aspirational, luxury brands.

Due to the production work involved and the temperamental Scottish weather, the global marketing team had to create the majority of this content in the summer of 2014 at The Dalmore distillery in order to achieve the July deadline. Another important consideration was Apple's approval process, which had to be followed to enable the new iPad app to go live on the App Store.

With the new website and app featuring a responsive design layout, the global marketing team also had to ensure their internal technology was updated to enable sales representatives with the correct equipment for use out in trade.

It was vitally important that the global marketing team ensured the correct brand assets were in place





3.0 ORIGINALITY, CREATIVITY, EXECUTION AND IMPLEMENTATION

To achieve their aims, the global marketing team made the conscious decision to partner only with boutique agencies on all digital projects including the new website and app, Computer Generated Imagery (CGI) and social media films. As experts in their fields, these partners boasted extensive experience working with high end/luxury fashion brands which brought in fresh ideas from outside the category to enhance its luxury credentials.

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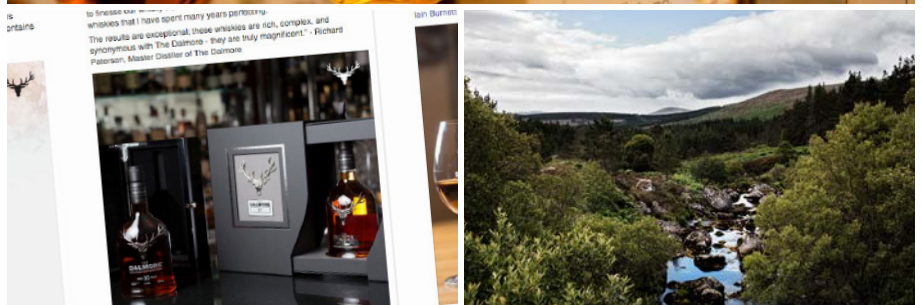
3.1 Original features on The Dalmore website

Previously, imagery and films of The Dalmore distillery were static and not very engaging. To improve this, the global marketing team chose to work with a very well known French fashion photographer/filmographer, who succeeded in capturing the distillery in a very different light.

Creating a tremendous sense of emotional engagement, he showed the distillery and its Master Distiller, Richard Paterson, up close and personal. Photography took place in various key locations including the still house, the warehouse and Richard's tasting room (something which has never been seen by the majority of consumers). He then shot two films highlighting the maturation process at The Dalmore, and Richard Paterson's distinctive tasting style - two things that are unique to the brand. As a finishing touch, a unique piece of classical music was composed specifically to soundtrack both films.

Within the digital platforms great effort was put into enhancing *how* the global marketing team deliver The Dalmore luxury experience online. The website and app were redesigned to be fully responsive for mobile and tablet users with simple intuitive navigation and smooth transitions. Brand new photography and film also helped build the brand world through The Dalmore's rich heritage. Adding to this, the shop now offers a simplified experience, as well as more premium packaging options.

Creating a tremendous sense of emotional engagement, he showed the distillery and our Master Distiller up close and personal



3.2 Product Computer Generated Images (CGIs)

High-quality product CGIs were also an important part of the new suite of assets. The global marketing team chose CGI for its unique ability to highlight the product's credentials, the exceptional liquid and its ability to showcase the unique packaging. With unrivalled clarity and visual impact, these images showcased the products perfectly across all of The Dalmore's digital platforms. Contrasting the tonal lightness of the website and the app, the CGIs allowed every detail of the whiskies to be highlighted.

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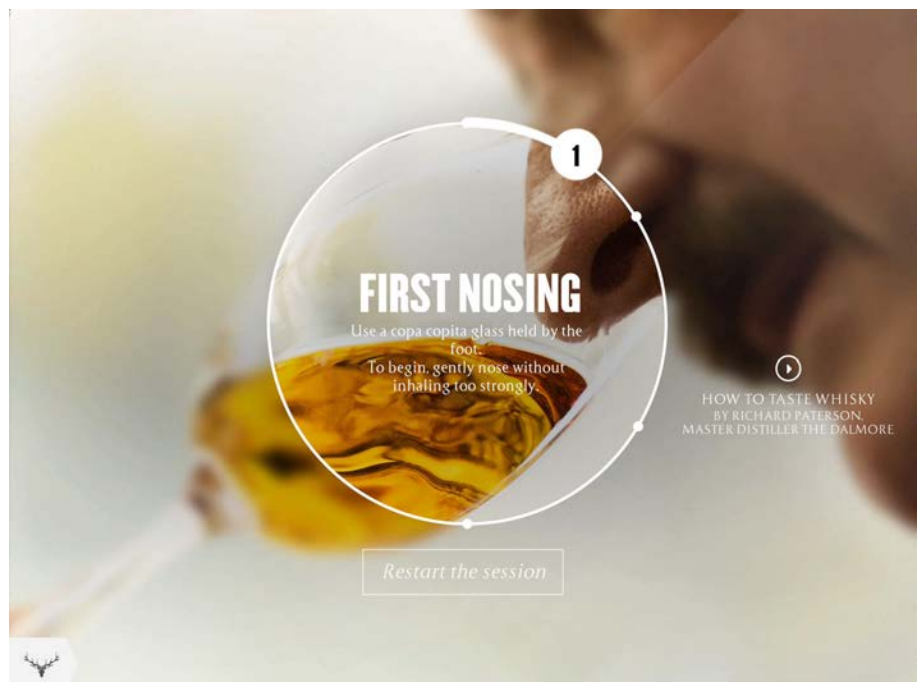


3.3 Original features in The Dalmore app

The Dalmore's Master Distiller, Richard Paterson is very well known throughout the industry for his unique approach to tasting whisky. To mirror this unique style, the global marketing team chose to create an interactive tasting circle that teaches his exact routine. This can be viewed alongside The Dalmore tasting video, and allows consumers to enjoy a whisky tasting session at home.

After undertaking research on The Dalmore consumer, the global marketing team understood that they are inquisitive and want to know as much as they can about their whisky. The Dalmore's whiskies are matured in various different casks, and so they chose to have a maturation circle on the app, which shows the number and type of casks used during the maturation and finessing of the whiskies, giving the consumer greater insight to this part of the whisky making process.

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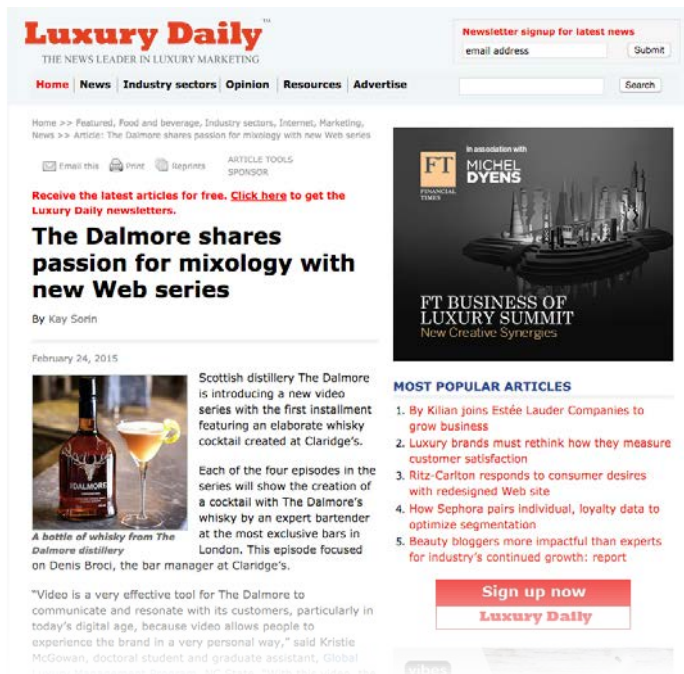


3.4 Original features on our social feeds

To highlight The Dalmore's on-trade luxury credentials in the London and Paris hubs, the global marketing team worked with seven of the best mixologists from five-star luxury hotels in both cities to film a series of cocktail videos to share across the brand's social platforms.

As the Michelin-starred chefs of their industry, these films allowed the mixologists to showcase their creativity and discuss their passion for The Dalmore single malt. Communicating the brand as alive, current and dynamic, these films are examples of the type of engaging content generation which is now a key consideration in all brand activations. The films were picked up in luxury media, including Luxury Daily.

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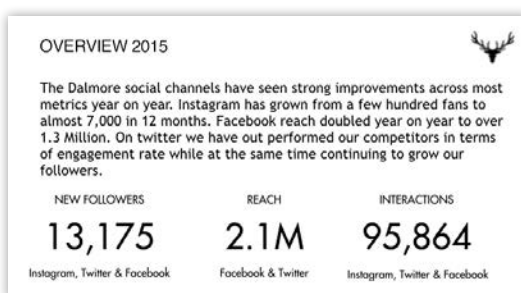


THE
DALMORE
HIGHLAND SINGLE MALT SCOTCH WHISKY



4.0 SCALE AND EVIDENCE OF RESULTS

- ✓ The Dalmore now enjoys consistency across all design platforms and throughout our communications.
- ✓ The Dalmore luxury brand positioning is now reflected across the brand's digital platforms.



- ✓ Comparing YoY, very strong improvements have been seen in both overall reach and engagement. Total reach has more than doubled from 695k to 1.4M and interactions increased by over 50%.
- ✓ The Dalmore iPad app is now available to download free from the Apple App Store. Used as both an internal and external selling tool, the app has had excellent reviews from online consumers.
- ✓ The Dalmore app has been used in many luxury off-trade outlets during tastings.
- ✓ The Dalmore Instagram page was launched in 2015 and has already grown to have 10.3k followers.
- ✓ Enhanced engagement rates on social platforms
 - Facebook (2.2%) four times higher than the global Facebook average.
- ✓ On Twitter compared to 2014, the engagement rate per month doubled.

