







TURNING A SMALL ISLAND
WHISKY FESTIVAL INTO AN
INTERNATIONAL BRAND ASSET

Category: 2.3 Integrated Marketing

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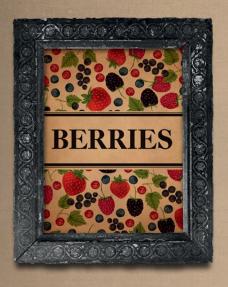


















Jura believes you don't need to be an expert to enjoy whisky.

We believe that for too long the whisky category has been intimidating to enter, unapproachable and confusing for those people who aren't your traditional whisky expert.

If you were new to the category, where would you start?

It is for this reason that we created **Jura Tastival** – a celebration of individual taste and discovering new ways to enjoy our whisky, which is accessible for everybody and safe from judgement.

The week-long 'Feis Ile' malt and music festival has taken place on Islay for 30 years. It's big business as the Island's eight distilleries compete to tell their story to hundreds of whisky aficionados. In a competitive, heavily regulated market, Jura had the opportunity to turn an island whisky festival into an international brand asset.









OBJECTIVES:

In a competitive, heavily regulated market, Tastival is an ideal opportunity for Jura to challenge the status quo and attract new drinkers to the brand as well as maintaining their position amongst existing whisky fans.

Our aim was to bring Tastival to life both **on-island** with a compelling variety of whisky events at our annual Jura Tastival festival and **off-island** with engaging social media content and an on-pack in UK grocers.





- I. Create an **event schedule** for Tastival to encourage attendees to make the trip to the Isle of Jura, embracing the concept of democratising taste and celebrating flavour.
- 2. Integrate social amplification, targeting a new millennial audience outwith the expected demographic of attendees Grow social followers by 5%
- 3. Bring Tastival to life in the Grocery Channel by creating a value-add promotion to replace the existing promotional model of Jura price discounting in retailers.















STRATEGY

Premium spirits are increasingly popular amongst millennials. But, while most malts use language that feels inaccessible to this demographic, Jura wanted to de-mystify whisky to reach "dabblers" (male & female) aged between 25-40. At the same time, not alienating existing fans of 50+ males.

To bring Tastival to life off island, we set out to engage with consumers and give them reasons to drink, whilst allowing them to embrace the spirit of Tastival – the sharing of their unique and personal flavours which fly in the face of traditional whisky comms.

We created a series of tasting inspiration that acted as a rough guide to enjoying Jura, creating 4 pairing categories:



Our aim was to demonstrate there are no rules to enjoying our whisky, and that we'll reward those who share what they taste.













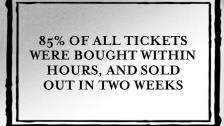
THE TASTIVAL PROGRAMME ON-ISLAND

1) ATTRACTING THE DABBLERS

We organised a range of event programmes to grab attention of the younger dabblers, whilst also not alienating our core fans.

• Jura whiskies fall into two flavour profiles - Sweet (unpeated) & Smoky (peated) - a brand USP. Pop up outfit Dram & Smoke specialise in giving Scottish dishes an unexpected twist - so we commissioned them to create an exhilarating Sweet & Smoky menu. From a 'smoking' Jura jelly broth to a chocolate 'paps of Jura' dessert with salted whisky butterscotch, guests tasted dishes alongside drams and were invited to discuss flavour throughout.

- Jurafest played on the American trend for enjoying beer followed by a bourbon chaser —relatively unknown in the UK. Drygate is the UK's first experiential brewery and well aligned with Tastival's bold ethos on flavour. Ambassadors from both companies hosted sessions on beer and whisky pairings but the showstopper was a Drygate beer brewed to pair with Jura's Tastival 2015 bottling available only at Tastival and the Drygate bar in Glasgow.
- We also used Master Distillers, Richard 'the nose' Patterson and the two Willies (global brand ambassador Tait and distillery manager Cochrane) who are legendary names amongst whisky fans as headline acts to attract our traditional Jura audience.







THE TASTIVAL PROGRAMME ON-ISLAND

2) FAN & INFLUENCER OUTREACH

To extend engagement, six influential artists were commissioned to depict tasting notes in various styles – from tattoo artist Mitch Allenden to illustrator Sophie Gilmore.

With the support of social media agency Bright Signals, a mix of brand fans, tastemakers and media were sent a pre-release sample of the Tastival 2015 bottling, alongside a card to add their tasting notes and return them via Twitter or Instagram using #JuraTastival. We then had the returned notes illustrated by a partner artist.

This brought taste to life visually for non-event attendees and grabbed attention amongst key press/social influencer targets – promoting the whisky.

3) CROWD-SOURCED TASTING NOTES

The next task was to ensure the Dramming bar - a free open space — would be interactive on-island but also provide a strong online counterpart to engage millennials.

Artist Guy McKinley, was commissioned to let guests see flavour come to life visually. A large-scale mural was painted live over two days, incorporating attendees' tasting notes and evolving as the event progressed. This was recorded on Jura and Guy's social accounts as it developed.









OFF-ISLAND PROMOTION

THE CONCEPT: 'Tell Us What You Taste and Win'

Consumers were invited to join our celebration of taste and try Jura their way. Everyone who bought a promotional bottle of Jura Origin or Superstition was invited to go online and share what they taste and in turn receive a reward for their efforts.

THE OFFER:

Everyone who shared their personal tasting notes online was sent two free Jura whisky tumblers to continue enjoying Jura at home. All entrants were also entered into a prize draw to win a headline prize of a VIP to Jura Tastival 2016, bringing together the off-island and on-island activity.





KEY PROMOTIONAL OVERVIEW:

- · Promotion type: Gift with Purchase + Free Prize Draw
- Mechanic: Redeem your unique code found inside every promotional pack at www.jurawhisky.com/tastival. Consumers enter their code & their tasting notes to claim their pair of glasses. All consumers also received entry into a free prize draw to win a VIP trip to Tastival 2016.
 - · Media: In-store POS, print ads
 - Pack Volume: 128,000
 - Promotional Period: 01/03/15 31/08/15
- Participating retailers: Including Tesco, Sainsbury's, Asda, Morrison's, Co-op, Waitrose, McCOLLS, Nisa, Costcutter and Palmer & Harvey
 - · GWP: Two Free Jura Glasses
 - · Prize Draw: VIP trip for two to Tastival 2016
- Forecast: Expected redemption rate target of 6% and fixed fee provider's expected redemption rate based on one per household limit was 11%



CONSUMER JOURNEY:

To take part consumers followed the below simple steps. We ensured the promotional mechanic was a simple as possible to maximise redemption rates.



Details of the entry mechanic could be found in-pack.

TELL US WHAT YOU

Consumers entered their unique code, tasting notes and delivery details.

GWP

Consumer received two FREE Jura glasses within 28 days and were entered into a FPD to win a trip to Tastival 2016.

PROMOTIONAL MATERIALS

A full suite of promotion materials where created to support our Tastival on-pack promotion – from eye-catching on-pack stickers, to our promotional microsite and pairings inspiration kits.







ON-ISLAND RESULTS

OBJECTIVE:

Deliver a successful on-island event schedule to encourage attendees to visit the Isle of Jura

RESULT:

SOLD-OUT SCHEDULE



Standing ovations were given and in exit polls

95% of attendees rated the event either

'GOOD' or 'VERY GOOD'

and revealed it to be a Feis Ile highlight





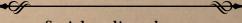
OBJECTIVE:

Integrate social amplification with event activation, targeting a millennial, online audience

2 million+ impressions OTS 5% social follower uplift

RESULT:

Partnerships that delivered on and off island engaging the right audience



Social media and press coverage reached more than

8M OTS

9,120 new social media followers (18% increase) with Twitter follower analysis showing 62% being aged 25-45 during the campaign

ON-ISLAND RESULTS

OBJECTIVE:

Encourage brand fans to share their tasting notes online

RESULT:

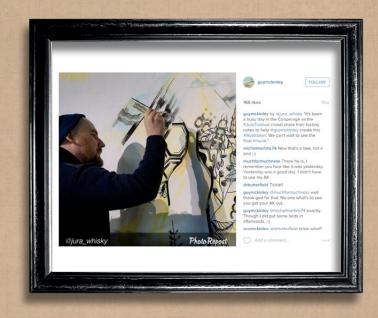
99

85% of tasting notes were returned after sending

out samples, with a reach of

265K

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OBJECTIVE:

Encourage sales of the Tastival 2015 bottle via social and traditional media

RESULT:

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With coverage reaching **8M+**(OTS), sales of the £85 limited-edition bottle rocketed.

Nearly 10% (300+ bottles)

were sold during the event, the entire online allocation sold out in one day, while international stock sold out in Sweden, Belgium, Germany and France.

Today Guy McKinley's mural hangs in the Jura distillery as a reminder that broke the mould and did something different for Tastival 2015.





OFF-ISLAND RESULTS

OBJECTIVE:

Give consumers reasons to drink/ engage with Jura by bringing Tastival to life in Grocers.

RESULTS:

97?

 It is fair to say we achieved our goal, with over

19,000 consumers

taking part

90

2) A redemption rate of

15.24%

greatly exceeded our target of 6% and fixed fee expectations of 11%





ON-PACK SALES RESULTS:

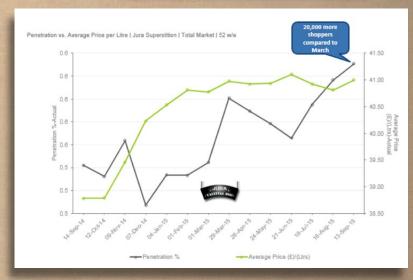


OBJECTIVE:

Create a promotion that adds value to consumers in order to replace the existing promotional model of Jura price discounting in retailers.







	BOTTLES	REDEEMED	REDEMPTION RATE %
ORIGIN	92,934	13,268	14.28%
SUPERSTITION	33,000	6,236	18.90%

REDEMPTIONS BY EXPRESSION:

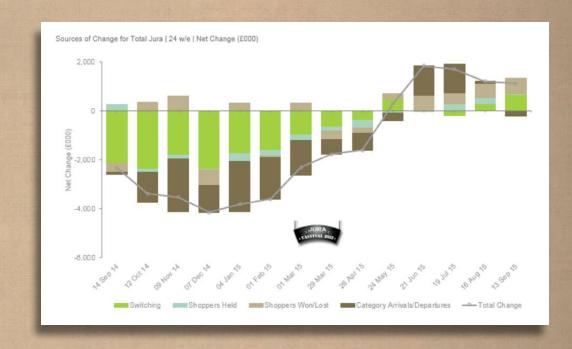


3) Before our Tastival promotion started the Jura brand was making a loss in the grocery category.

However, our promotion turned this around, switching losses for

incremental category growth

across the promotional period.











CONCLUSION:

By working with like-minded partners, democratising tastings and using everything from large scale live art, to personalised illustrations, food pairings, and value - add promotions we brought Tastival to life both on-island and off-island and smashed all targets.







