

Marketing Society Star Awards 2016 – Famous For a Reason



MAXXIUM UK

Marketing Star Awards Category:
Communication - Event Marketing



OUR FAMOUS FOUNDATIONS

The Famous Grouse in 2015

At the UK's number one whisky, our beloved, iconic brand was revolutionising. In 2015, The Famous Grouse invested heavily in a new look for the brand, introduced two new additions to the famous family; The Famous Smoky Black and The Famous Mellow Gold and began its new campaign *Famous For a Reason* – telling our famous story. Scotland's favourite whisky certainly had a lot of new and exciting developments to share and we wanted to launch them in a big way!



OUR FAMOUS BLUE PRINT

The job we needed to do

In a challenging marketplace with blended whisky losing relevance, we had an important job to do. Traditionally viewed as a spirit for an older generation, served neat and often sipped alone, we needed to do something Famous to re-ignite the blended whisky category and change perceptions.

Our objectives for this event were simple:

- Build a destination bar in a key city where younger (35-55 year old) light blends drinkers would visit and engage with the brand.

- Create a social environment where people could enjoy our famous blend with their friends encouraging trial and get everyone talking about Grouse as a great host.

- Showcase our new additions to the family, establishing The Famous Grouse family as a premium, quality range.

This got us thinking...



THE FAMOUS IDEA

We believe that if you blend the right things together, amazing things happen. This has been part of our philosophy since 1800. Reflecting on our guiding principles the four fundamentals; foundation, flavour, finest and fusion, we had an idea. Could we build the foundations of an exciting event, introduce the range of flavour within our portfolio using simple premium mixers, use the finest materials and entertainment, and create a fusion of great whisky drinks, people and atmosphere? Of course we could!

So the build began...



BUILDING OUR FAMOUS HOUSE

Laying the foundations

Promising to turn the world of whisky on its head, our famous event needed a name; 'The Famous Grouse House'. It was perfect, catchy and rolled off the tongue, and just like the name suggests, it would only sell our famous whisky range and be all things Grouse under one roof!

We couldn't think of a more fitting opportunity than to be part of the famous Edinburgh International Fringe festival; the world's largest arts festival. We secured a great spot situated in the central hub of the capital's festival entertainment. It was a great platform to reach a wide audience looking for new experiences.

It was set to be Famous For a Reason!



Our Famous Flavour

Central to our event was encouraging trial. Our Famous range has a blend for everyone and this was reflected in our menu. Something smooth, sweet, peated, double matured, refreshing – you name it, we had it!

All served with a wedge of orange (or lime for our Famous Ginger Grouse) and lots of ice.

Perfect!



Only the Finest

We had to ensure our assets were of the finest quality to reflect our number one selling whisky. Our venue was to play host to some of Scotland's best up and coming music acts, as well as musical fringe performances from all over the world. Our décor followed suit with a contemporary Scottish theme throughout. With critically acclaimed new music, a festival vibe and a fresh sense of fun, there was no better place for a famous gathering!

A Fusion of Famous proportions

Now we had to bring it all together to create the perfect blend of atmosphere, people and great whisky –

A truly famous occasion.



OUR FAMOUS HOUSE PARTY – EVERYONE’S INVITED

We had to ensure that we were amplifying our event across all areas and making as much noise as we could.

Spreading the Word

First, we created sample drops with personalised ‘The Famous Festival’ bottles, invitations and drinks tokens to key target journalists and influencers securing listings in key online platforms. We also promoted competitions in The List and foodanddrink.scotsman.com using tickets from the festival and the chance to win a hosted night at our Famous Grouse House.

Everyone would be in the know!



What's On Edinburgh
Your essential guide to what's on in Edinburgh



SCOTSMANFOODXDRINK

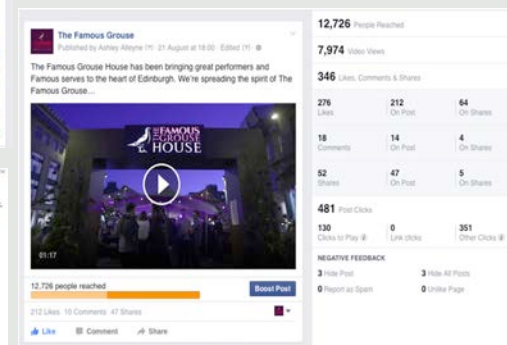
Creating a digital buzz

Digital was just as important so we started to spread the word across all of our online platforms. We let the excitement build ensuring our fans knew about our event and encouraging them to join us in the festival fun. We launched our UK website for the brand and created a social hub where we could host content and images of The Famous Grouse House and provide regular updates.

Partner bars – the more the merrier!

To extend our reach further, we enlisted the support of 14 partner bars around the George Street area - 'The Famous Edinburgh Bars'. They too promoted our signature serves and amplified our presence during the festival. A Famous Grouse takeover.

And we didn't stop there!



Bringing retail to the party

We set up a sampling station in a nearby Tesco reaching **150** people with The Famous Grouse and Ginger ale serves. We were also able to drive footfall through The Naked Grouse sampling held at the Whisky Shop in Edinburgh. Business cards promoting The Famous Grouse House and The Naked Old Fashioned were delivered to store to hand out during the sampling.

Our nearest and dearest

With all of our exciting news, we wanted as many of our stakeholders and customers to join us as possible so we ordered **1175** Famous Grouse House branded drinks tokens. This gave them the chance to enjoy a hosted drink on us whilst immersing themselves in the Famous Grouse brand.

We were ready for a Famous August!



HOME SWEET HOME

Our guests

As we opened our doors across 24 amazing days and nights, The Famous Grouse House reached **338,000** people on George Street and a huge **32,000** joined us. We were open from 11am to midnight, seven days a week throughout the month of August providing the perfect spot to enjoy the hustle and bustle of the festival.

Research shows that consumers are more likely to try new drinks in the summer months and our whisky only bar encouraged guests to try our refreshing serves. They were undoubtedly a hit as the final count saw **21,000** key serves purchased thus successfully bringing whisky into a different drinking occasion.



Our Famous Stage

Whilst our guests enjoyed their drinks, we wowed them with a total of **220** performers on our famous stage, championing new talent and earned fame. And if that wasn't entertaining enough, we hosted **3** famous ceilidhs which certainly went down a storm! We even had a proposal— The Famous Grouse House really was the place to be at the festival in 2015!

Capturing Famous moments

As at all good parties, people love a photo or two to remember the good times and so we thought what better way to do this than to have a dedicated team to capture all those famous moments for you? **5000** polaroid images were taken in Famous Grouse branded sleeves with competition information on the back. This resulted in **239** people viewing our competition with **141** entries received to win a trip to the home of Grouse at The Famous Grouse Experience.



Word Spread

Social Media

We reached **30,000** people organically via our social media platforms which was +100% vs target. **1610** people checked in to our Famous Grouse House during the festival and we received an overall **97.5% 5 star rating!** August was our best month on Twitter for mentions, profile visits, impressions and new followers. We also succeeded in engaging a younger age demographic (59% aged 18-44 vs 38% in July).

Website

The UK website was viewed **11,086** times in August with 8097 unique views and **2670** visits to the Famous Grouse House landing page indicating that people were keen to find out more about our brand and event.

PR

And people started talking! Our PR results included **24 pieces of coverage** delivering trade reach of 226,284 and consumer reach of 88,356.

77,249 followers



Grouse pop-up at Fringe fest
Edrington's The Famous Grouse will be running a pop-up bar in Edinburgh during the Festival Fringe. Located just outside New Town Theatre, on the pedestrian-friendly section of George Street, The Famous Grouse House will be open from 11am to midnight, seven days a week throughout the month of August.

The Publican's Morning Advertiser (circ: 30,356)

The Famous Grouse launches pop-up bar at Edinburgh Fringe



www.heraldscotland.com
(MUU: 1,980,351)

Famous Reactions

But what did they say about our event once they had flown the nest?

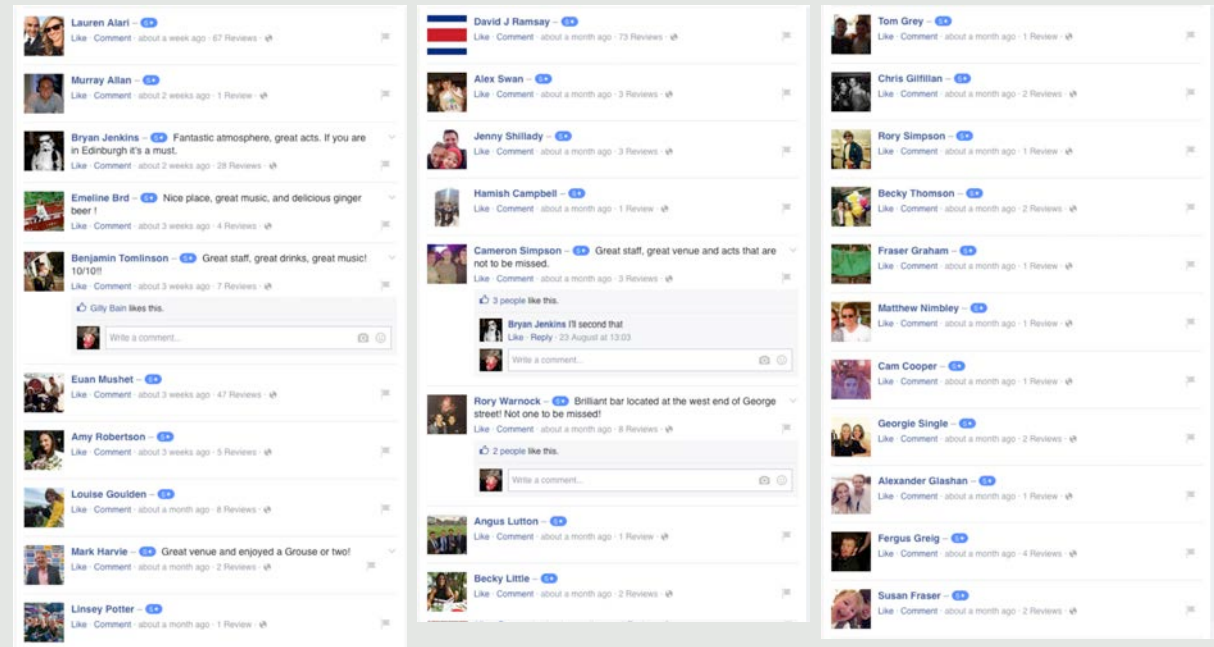
Over **80%** agreed that The Famous Grouse House experience was different and stood out

76% of our visitors told their friends and family about the event and **66%** recommended the event.

Over **70%** claiming to be interested in the brands featured since attending

54% claiming they would buy our Famous products post the event.

We were humbled. This was huge and clearly demonstrated that we had created a truly famous gathering with great drinks!



THE FAMOUS ENDING?

So to conclude, The Famous Grouse set out to create a compelling destination for consumers, customers and press to enjoy Scotland's favourite whisky and there was no question that it had been a roaring success! Our clear, strong theme had developed into a rich, quality drinking experience in the heart of Edinburgh festival and undoubtedly went a long way towards changing perceptions. But who said we're stopping there? We will continue our key city nesting in 2016, doubling the investment to allow us to host not one but two Famous Grouse Houses – one in the summer in our beloved capital city but also broadening our horizons to London in the winter.

We would love for you to join us if you can and continue to make this event **Famous For a Reason.**

