**2020 John Barleycorn Awards**

**Category:** Product Launch

**Agency:**  160over90

**Brand:** The Glenlivet Single Malt Scotch, Pernod Ricard, USA

**Launch Objective:**

The Glenlivet’s primary objective is to reach new audiences outside of the single-malt category. To meet this need, we launched a new innovation, The Glenlivet 14 Year Old, a first-ever single malt whisky finished in ex-cognac casks.

The challenge for this campaign was to determine how to launch The Glenlivet 14 Year Old, where to intercept a younger more multicultural audience and how to show up in an unexpected way.

The end goal was simple - to change perceptions that have previously confined our brand and ultimately recruit new consumers to the category.

**Target audience:**

The Glenlivet’s target consumers in the US are millennials, ranging from 24-35 years old and evenly split between men and women. They are multicultural, with heavy indexes on African and Asian Americans. They are forward-thinking progressive adults who challenge the status quo while maintaining a stylish and socially-connected life.

**What was the solution?**

Knowing that cognac over-indexes with younger, more multicultural audiences, we identified key passion points and relevant cultural events to bring the style and flavor of our newest innovation to life.

First, we established New York Fashion Week as the unexpected place to unveil The Glenlivet 14 Year Old and introduce ourselves to a new set of consumers with innovative cocktails, designer collaborations, retail Sip-n-Shops and more.

We created The Glenlivet Drop Shop to transcend single malt stereotypes, skipping traditional whisky tastings and trading brown leather couches with dusty branding for vibrant colors and modern design.

The Glenlivet Drop Shop – part tasting experience, part showroom, part customization station, all things collaboration – is a decked out, fully fabricated airstream trailer that was designed to launch 14YO with impact and style. We put our spirit on display in a way that focused on innovation, style and creation, showcasing fashion and accessory collaborations with Prabal Gurung, Don C, and Coco and Breezy alongside brand-inspired “drops” like t-shirts and tote bags that guests could customize on site.

After NYFW, the Drop Shop experience embarked on a tour of our seven key U.S. markets, showing consumers a different side of single malt and sparking new conversations along the way. Events featured our design collaborators, DJs, innovative cocktails, influencers and culturally relevant media partners like Hypebeast to drive connections to target audiences beyond the bounds of our events.

**How was this launch new and different?**

With innovation at our core, Drop Shop events were an opportunity to present new ways of drinking and experiencing single malt. TGL 14YO-infused ice cream and root beer floats were served from a custom ice cream cart and our liquid story was told through a neon-illustrated journey of the production process while flavored *Jelly Beans™* allowed guests to experience 14YO’s deconstructed tasting notes.

Knowing that personalization is important to our consumers, especially when it comes to fashion, the Drop Shop utilized innovative customization technology that allowed guests to design their own flasks, t-shirts and totes, turning them into designers to reinforce innovation, style and creation as key components of the experience.

We also produced custom content in conjunction with our design partners centered around the process and inspiration behind the designed pieces. Items were leveraged by seeding to influencers who posted on their social channels to drive share of conversation, while a limited quantity were gifted to consumers via a sweepstakes on TGL’s social channels to drive awareness and excitement.

Today, many campaigns claim to be 360 but The Glenlivet 14 Year Old launch and Drop Shop Tour truly leveraged every consumer touchpoint. We brought the vibrant, tradition-breaking spirit of The Glenlivet across the US to the places and events where our targets’ passions and interests reside, all while creating additional amplification through impactful media, OOH, PR, social, influencers and in-store sampling to reach a younger, multicultural audience.

**Program Results:**

In the end, we created an incredibly robust, 360 campaign that is considered best-in-class within the Pernod Ricard portfolio. Below are some of the top performance indicators which marked the success of the program.

* The NYFW partnership increased placement goals by 78% and impression goals by 1210%, delivering strong coverage and conversation around the launch of The Glenlivet 14 Year Old
* The Glenlivet 14YO exceeded YTD Net Sales by 6%
* Biggest sales month was October, following NYFW launch and during multi-city tour, exceeding monthly sales goal by 144%
* Activating in 7 markets, we engaged over 12,000 guests and depleted 90+ cases
* Drove 84,000 social and media conversations in September 2019, marking a monthly increase of 2.5% above benchmark
* Raised over $100,000 for the Purple Heart Foundation (off-premise retail program)

**Media Reaction:**

“All in all, The Glenlivet Drop Shop merged elements of innovation, style, and creation by allowing NYFW goers to embark on an interactive experience; attendees had the opportunity to discover more about the product story, explore the exclusive apparel and accessory collaborations, and even create customized Drop Shop t-shirts and tote bags. Without a doubt, this event brought The Glenlivet tradition-breaking spirit to New York City, fully opening up the whiskey category to current enthusiasts and new consumers alike.” – Anna Botto, The Knock Turnal