



FROM GRAN'S TIPPLE TO URBAN CHIC VIA DIGITAL

OBJECTIVE

When Bonnie Prince Charlie bestowed his recipe for Drambuie to a crofter offering overnight shelter on his run from the English over 400 years ago, he couldn't have imagined the future success of the brand. Breathing life into this heritage and rolling it out across UK urban hot spots is as daunting a pursuit as Prince Charlie's own. Repositioning Drambuie from a drink traditionally associated with the back of grandmother's drinks cupboard to the spirit of choice for young and chic urban audiences requires, like Prince Charlie's own successful escape, just the right bit of help at precisely the right time.

How does digital come into the mix?



01



01
Drambuie Pursuit microsite

02
Flash Buggy Game
www.drambuiepursuit.com

SOLUTION

First, we create a microsite showcasing Drambuie and its mixability, encouraging data capture by incentivising consumers to submit their very own Drambuie recipes. Next, we load the site full of goodies to encourage them to stay, register, and play – so they learn more about Drambuie every visit. We also point the way to bars featuring the promotion throughout the UK with an interactive bar locator.

When Drambuie drinkers arrive at the events, elements of the weekend challenge are integrated into the experience through our purpose-built driving games loaded on Playstations throughout the venue. We attract traffic back to the site by featuring everything from after-party photos, to blogs and video diaries of the challenge competitors. Creating an online community around the promotional events allows this fresh new target audience to truly interact with and feel ownership of the brand.

RESULTS

Following the launch of the website, registrations increase nine-fold, while dwell time doubles. Referrals treble as users invite their friends! An e-CRM dream, digital proves just the right medicine to turn Drambuie's campaign into a phenomenal success.

02

