



MARKETING

CHALLENGE



2022

Sponsored By
WHYTE & MACKAY

DM
Data &
Marketing
Association
A Talent

DMA Talent

Marketing Challenge 2022



WHYTE & MACKAY

About Whyte & Mackay



- » 2021 Distiller of the Year
- » Home to Number 1 single malt in the UK*
- » Fastest growing single malt producer
- » Established in 1844 – founded in Glasgow, exporting worldwide
- » Brand portfolio includes world renowned brands led by the award-winning - The Dalmore, Tamnavulin, Jura & Fettercairn
- » An award-winning collection of single malt, headquartered in Scotland, enjoyed around the world

* See Appendix

WHYTE & MACKAY

Our vision:



**TO BE A DRIVING FORCE IN WHISKY, RENOWNED
FOR BUILDING BRANDS THAT STAND OUT**

WHYTE & MACKAY

We believe there is a whisky for everyone...

- » At Whyte and Mackay we want to inspire consumers to discover whisky and explore the diverse range of flavour single malt has to offer.
- » We believe our single malt collection offers a diversity of flavour to welcome new consumers into the category.
- » The category has a traditional image, with preconceptions about the product and the taste profile. Brands are investing to break down that image and appeal to a younger, lighter drinker, and recruit consumers.
- » The category is experiencing strong growth, and is a key spirits category in recovery post-lockdown
- » Within the category, smoky (peated) whisky has a divisive flavour profile, which acts a barrier to consumer recruitment. Whyte and Mackay do not currently offer a smoky whisky, but we identify smoky as a preconception consumers have about whisky in general.



...and we want to start a conversation about flavour

Propelling Question:

'In what way might we...

*...use flavour as a distinctive platform to stand out
in the Scotch Whisky category?;*

*that acts as a rallying call to arms, a platform to
connect with whisky explorers* and convince them
that there is a world of flavour to discover in single
malt, and a whisky for everyone?;*

*that our collection of single malt offers exceptional
flavour for consumers to discover?'*

*See Appendix



WHYTE & MACKAY

Your deliverables:

What you need to achieve:

Your objective is to achieve **10,000 New Subscribers** acquired through the campaign (with relevant GDPR opt In achieved)

Forecast 2,000 are recruited offline at [The Whisky Show](#) and 8,000 to be recruited online.

Subscriber definition - Inspired consumers with a desire to discover whisky flavours that have subscribed to a new mailing (with opt in) and will benefit from a dedicated website and CRM.

Budget:

- » £75K (suggested split below)
- » £15K Activation Fee (creating the offline collateral to execute your idea **at** the Whisky Show)
- » £60K Amplification Fee (reaching consumers online)
- » Assume a basic website is provided and you do not need to fund that portion

What you need to deliver:

1. Documented campaign proposal – to document a 12 month marketing plan (show the outgoing comms, events and activity , that wrap around Pre-During-Post event), starting in April, assuming the Whisky Show runs in October and give confidence you have addressed the brief and have a plan to execute the creative idea.
2. Your full proposal in no more than 20 pages, plus any relevant appendices where you can provide the detail (limit of 15 appendices, does not include cover sheet, content and executive summary).
3. Client presentation: Short 4 minute video presentation – to communicate the plan, and excite the client for your creative idea
 1. The story to build confidence in your plan
 2. Your opportunity to sell your creative idea to the client and show them how you will execute it.Note: The DMA will use this to create the shortlist for Whyte & Mackay.

Your Proposed Campaign:

» The Creative Idea:

What is the creative idea we are trying to communicate that reflects?

- Our whisky explorer consumer (insight)
- Our belief that there is a whisky for everyone (purpose)
- Our belief that flavour is king
- Our challenge that taste is a barrier to consumer recruitment (new consumers trying, and enjoying the product), we need to inject fun and a new perspective on flavour (need)
- A space where we can stand out in a distinctive way (opportunity)
- What is the territory that would enable us to communicate in a distinctive way? (point of differentiation)
- Which aspect of flavour and how consumers experience taste makes us different from our competitors and offers an opportunity for discussion with those consumers?

» How do we bring the idea to life in order to connect with our consumer?

- In what way do we ignite a **conversation** around flavour, that is not simply a brand broadcasting content or activating product through trial?
- How do we bring the idea to life **offline**, E.g. a consumer event? E.g. The Whisky Show in London?
- How amplify the activity **online**, E.g. in social media channels? E.g. YouTube
- How do we encourage the consumer to share how they 'think / feel / experience' flavour, that allows us to harness insight?



1. Documented campaign proposal

We are seeking a proposal for a new creative marketing platform, a flavour-led campaign which will inspire consumers to discover whisky flavours and recruit subscribers to a new mailing list behind the platform, with its own dedicated website.

- » Contextual summary:
 - Insights from research and analysis about the product, the consumer and the whisky marketplace / competitor landscape
- » Creative idea
 - An explanation for your creative idea (you can include example graphics to illustrate your thinking) What is the idea at the heart of your proposal?
- » Data Strategy
 - Data Collection - What do your target audience look like, what data do you think you need to be successful in this campaign, how will you use it and ensure you are marketing responsibly and with the spirit of GDPR?
 - Data Visualisation – You are collecting data about the flavour of Scotland's national drink – how do you bring that to life in an exciting, stimulating way to drive future insights about how consumers talk?
- » Communication approach
 - Communication channel purpose (assume there is a dedicated website for this campaign)
 - Content – Assets and Purpose (What is the consumer purpose of that content?)
 - Amplification Approach (Paid Investment to drive reach)
- » Measurement and Evaluation
 - How will you measure your success, with relevant datapoints?
 - Success criteria – outside of metrics what will indicate a successful project? How will you know if you have been successful and which elements of your plan are working best?
- » Your budget
 - How will you spend the money and what the forecast return on investment is?

2. Client presentation:

Short presentation: 4 minutes – *Tell us a story that excites us about your proposal*

- How are you going to achieve the objective of gaining 10k new subscribers?
- The creative idea
 - Describe the target audience
 - An explanation for your creative idea (you can include example graphics to illustrate your thinking)
 - How is your idea based on consumer insights and how will it enable us to stand out in the category? What do you believe the consumer attitude to flavour is?
- Activation and amplification:
 - High level summary of how we bring the campaign to life:
 - Offline – E.g., **What** you will do at London Whisky Show
 - Online Amplification – E.g., **How** you will amplify it online via digital channels.
 - Budget breakdown

Note:

- Avoid territory where competitors play E.g. flavour capsules, flavour map
- Consider adjacent categories, do not limit your inspiration to single malt category players



A close-up photograph of a person's torso and hand. The person is wearing a thick, knitted sweater with a red and white geometric pattern. They are holding a clear glass filled with a golden liquid and ice cubes. The background is a soft, out-of-focus white, suggesting a snowy or bright environment.

Appendix

Single malt Collection, Overview



Leading luxury whisky brand, led by Master Distiller Richard Paterson. Likely to appeal to luxury lifestyle consumers and whisky fans alike. Whiskies are found in luxury destinations such as Harrods as well as whisky specialists



FETTERCAIRN
HIGHLAND SINGLE MALT
ESTD SCOTCH WHISKY 1824

Located in the Scottish Highlands, at the foot of the Cairngorms. Fruity, tropical flavour. Found in specialist whisky destinations, such as Master of Malt or boutique spirits stores – e.g. the Good Spirits Company.

JURATM
SINGLE MALT SCOTCH WHISKY

A bright, lively and vibrant whisky made by a tiny island community. Can be found in a range of destinations, including chain retail, grocery, specialists, bars, restaurants, etc..



Tucked away on the edge of the River Livet, the skilled, time-served craftsmen and women at Tamnavulin Distillery have been creating our signature Speyside malt for over 50 years. Found in most chain retail stores and grocery.

Single malt Collection, relative positioning:



WHYTE & MACKAY

Single malt – House Style:



The Masterpiece of Malt Whisky

with notes of chocolate, orange and spice



FETTERCAIRN

ESTD HIGHLAND SINGLE MALT
SCOTCH WHISKY 1824

Enlightened whisky makers

with a house style of tropical fruit and soft spice

JURATM
SINGLE MALT SCOTCH WHISKY

**Jura is more than a whisky
because it's made by a tiny island
community**

*a smooth, bright and vibrant single
malt whisky, like the islanders who
make it.*



The Signature Speyside

with a light and fruity house style

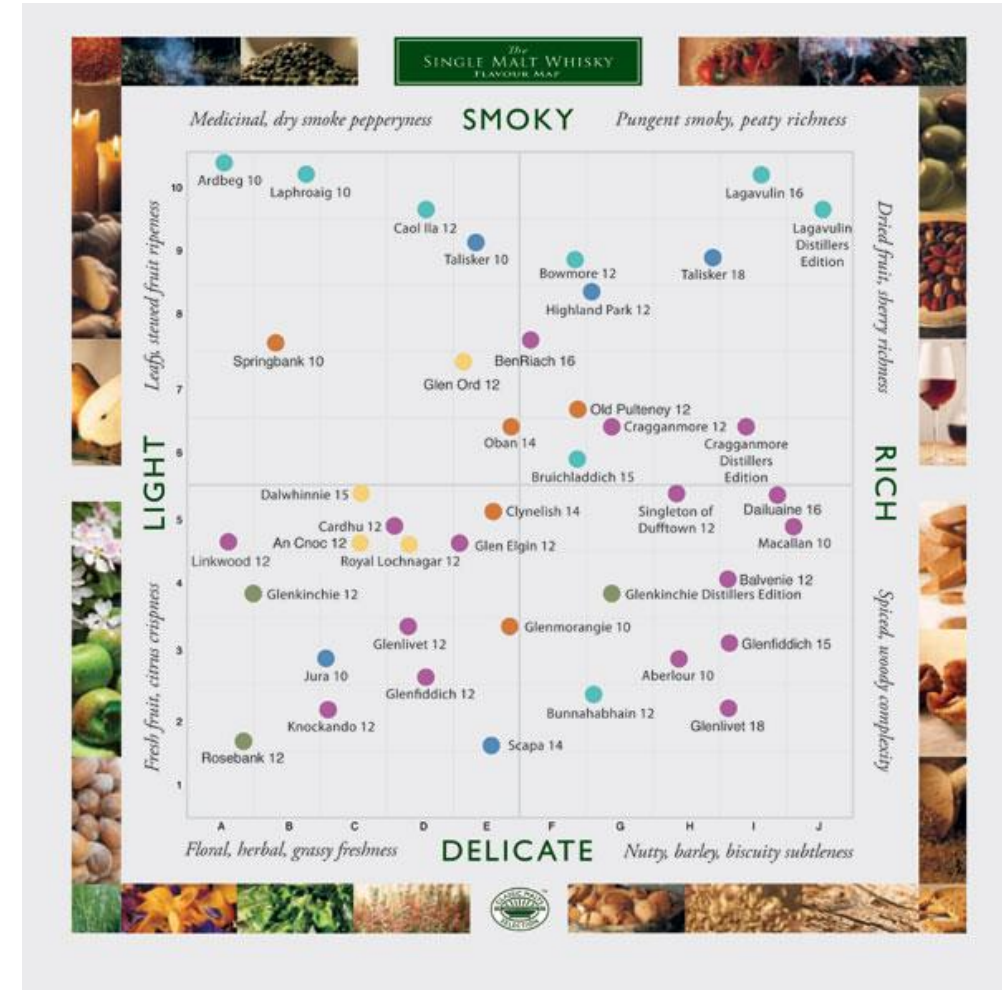
Appendix 1: Additional Reading

Background Information on Flavour in our Category

- » https://www.huffpost.com/archive/au/entry/the-fascinating-science-behind-taste-and-flavour_a_21458374#:~:text=%22If%20we%20think%20about%20taste,to%20each%20type%20of%20taste.%22
- » <https://thewhiskeywash.com/whiskey-styles/scotch-whiskey/the-glenlivet-capsule-collection-this-is-why-we-cant-have-nice-things/>
- » <https://www.theiwsr.com/news-and-comment-forecasting-the-future-nyc-2019/>
- » [Journal Article] <https://pubmed.ncbi.nlm.nih.gov/28980828/>
- » <https://www.novotaste.com/key-new-consumer-trends-emerging-in-alcohol-industry-the-shout/>

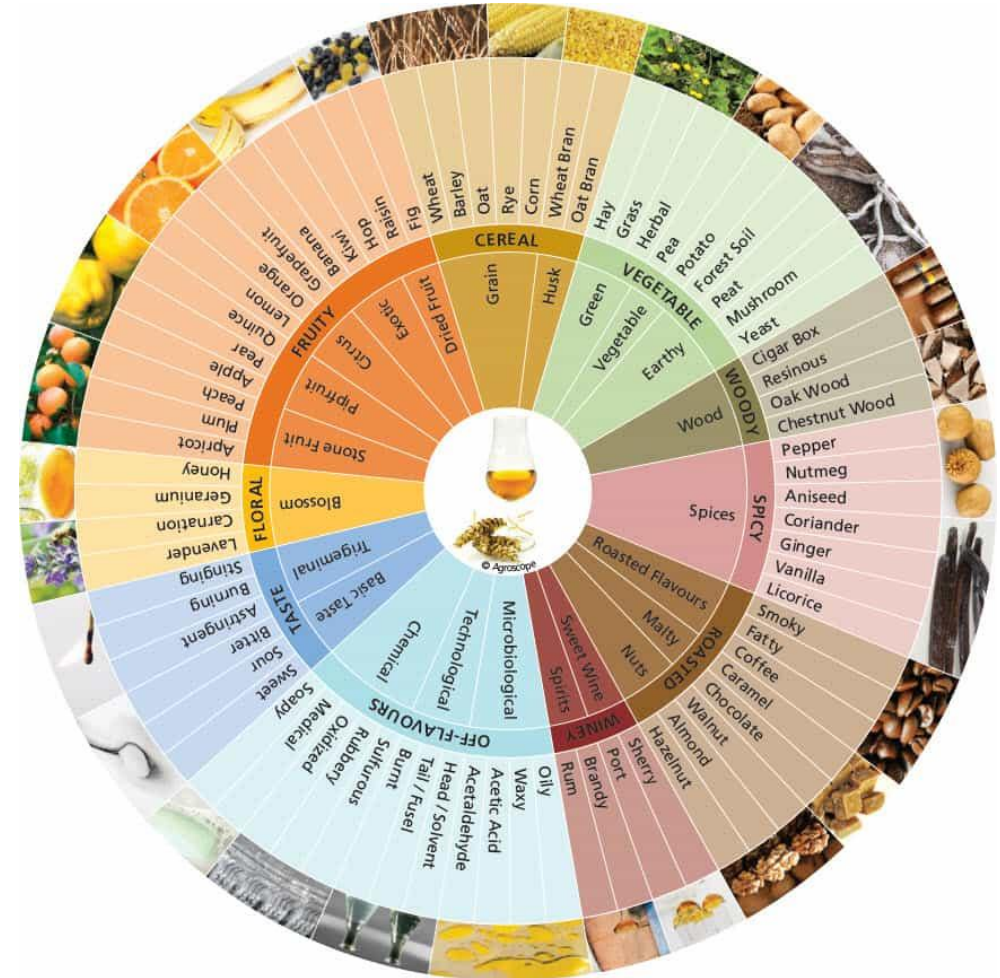
Appendix 2: The established industry flavour map

- » Created by industry expert Mr Dave Broom
- » Accelerated adoption through Diageo



Appendix 3: The flavour wheel

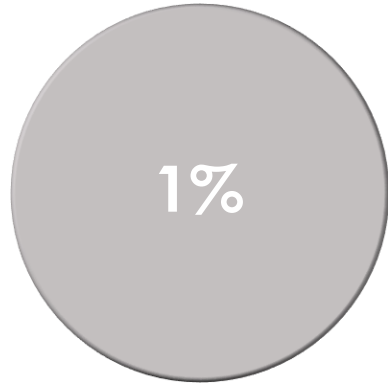
- » Flavour wheel preferred by whisky makers and blending teams
- » Similar approach adopted in Beer and Wine industries



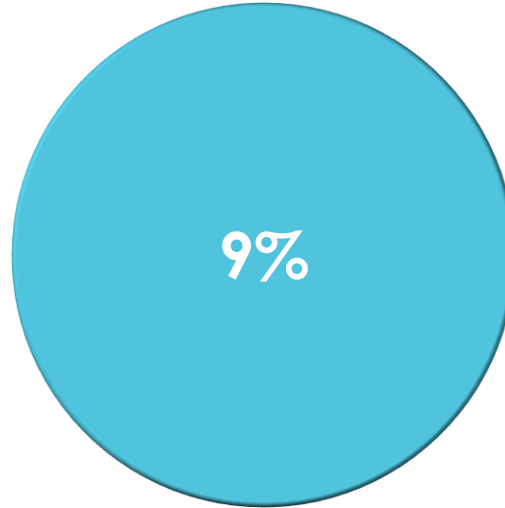
Appendix 5: The Whisky Consumer – Our Definition

There are three common typologies we believe exist.

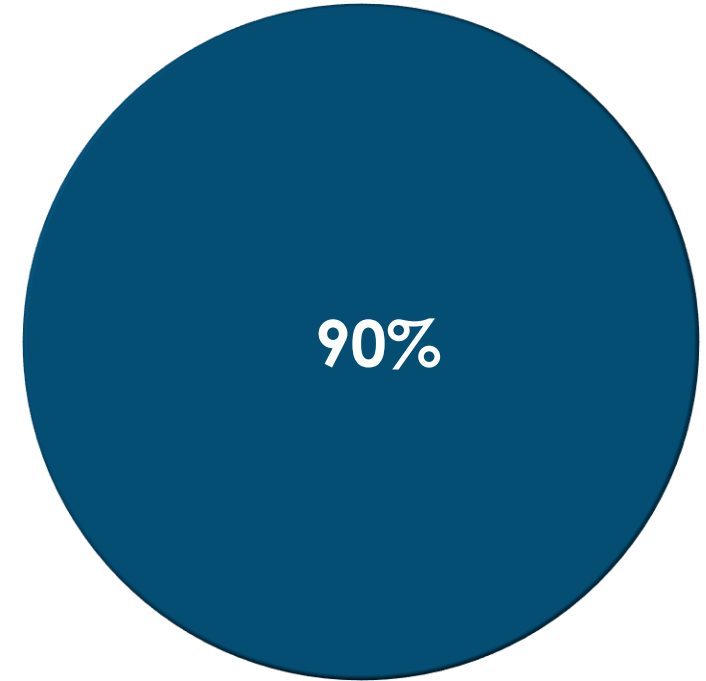
The 1-9-90 approach underpins how we develop the target consumer for each brand.



The 1s:
Professionals in
Industry



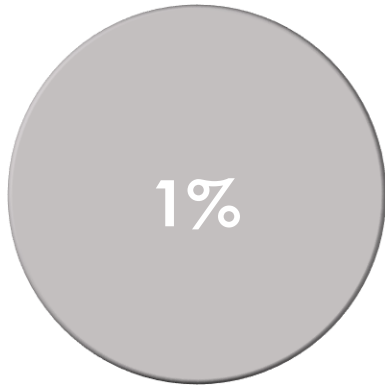
The 9s:
Consumers Exploring
the Category



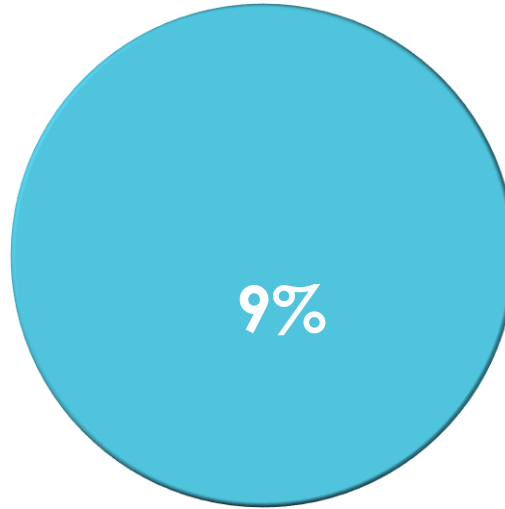
The 90:
Mainstream
Consumers

The Whisky Consumer

There are three common typologies we believe exist.
The 1-9-90 approach underpins how we develop the target consumer for each brand.

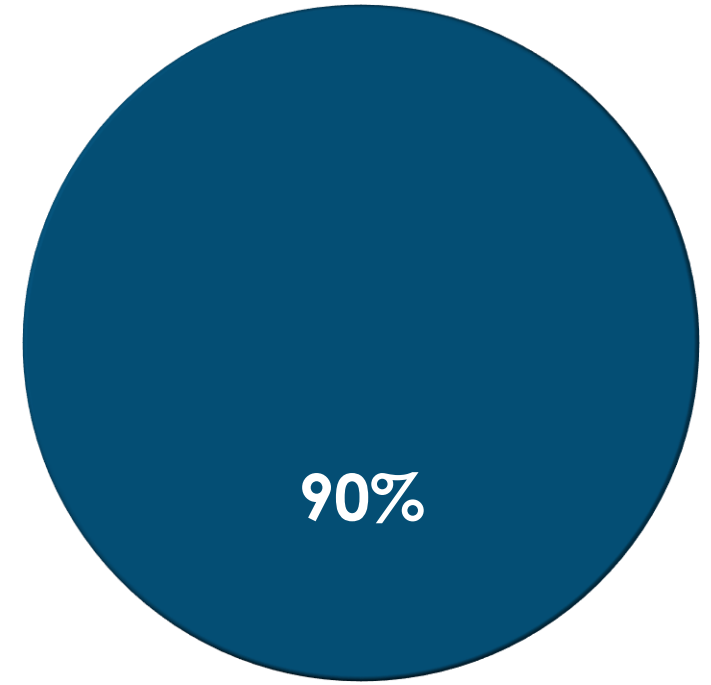


Consumers with a professional interest in whisky. They can be drinks writers, high profile bartenders, our brand ambassadors.



Explorers – consumers actively exploring the whisky category, open to discover a new product or seeking out expert product recommendations. Their repertoire of brands is evolving as they explore.

Enthusiasts – consumers committed to the category, open to discover first and seeking to share their own expert recommendations. Their repertoire of brands is established, but they continue to explore new whiskies that have truly interesting product stories.



Consumers that discover a whisky in everyday life, purchasing a whisky for a specific occasion or special gift. Product choice is informed by established shopper marketing drivers.

Consumers build confidence in products through online expert reviews, and looking ratings and reviews on the 'best sellers' and 'best whiskies' for inspiration

Twitter - @DMATalent
Insta - @DMA_Talent
LinkedIn - DMA Talent
Facebook - DMA Talent

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