



Dewar's®

— TRUE SCOTCH —

SINCE 1846

Overview

- Background
- Objective
- Target Audience
- Opportunity
- POV
- Social Objective
- Strategy + Approach
- Tactics
- Predicted Outcome

Former campaign



Overly sexualized + ignoring
46% of the market base.

Current campaign



Bearded dudes +
dancing ladies.

Competitor campaigns



MAYBE THERE'S SOMETHING TO THIS WHOLE TRIPLE DISTILLATION THING. THEN AGAIN...

IT COULD JUST BE THE TASTE.

JAMESON
Triple
WHISKY
A. JAMESON & CO.
ESTD 1769

Jameson Triple Whisky advertisement featuring a bottle and a glass of whisky on a green background. The text reads: "MAYBE THERE'S SOMETHING TO THIS WHOLE TRIPLE DISTILLATION THING. THEN AGAIN..." and "IT COULD JUST BE THE TASTE." The Jameson logo and "ESTD 1769" are visible on the bottle label.



'IT'S CLASSIC. IT'S BOLD. IT'S JOHNNIE WALKER. AND YOU ORDERED IT.'

Christina Hendricks
EMMY®-NOMINATED ACTRESS AND WHISKY ENTHUSIAST

JOHNNIE WALKER

PLEASE DRINK RESPONSIBLY
JOHNNIE WALKER BLACK LABEL, 40% Alc/Vol (80 Proof) Imported by Heublein, New York, NY

JOHNNIE WALKER

Johnnie Walker advertisement featuring Christina Hendricks holding a glass of whisky. The text reads: "'IT'S CLASSIC. IT'S BOLD. IT'S JOHNNIE WALKER. AND YOU ORDERED IT.'" and "EMMY®-NOMINATED ACTRESS AND WHISKY ENTHUSIAST". The Johnnie Walker logo is visible at the bottom.



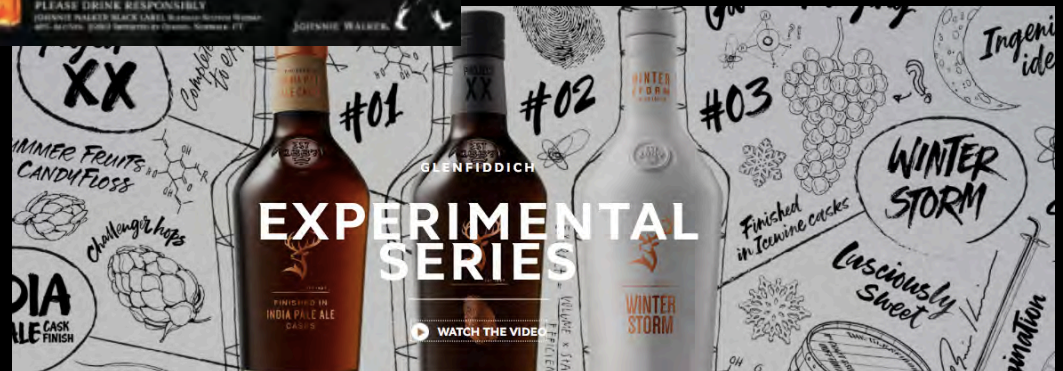
TWO WORLDS

ONE MACALLAN

The MACALLAN
ORIGINAL SINGLE MALT
WHISKY
12
OLD
DOUBLE CASK

The Macallan 12 Double Cask advertisement featuring a bottle of whisky against a background of wood grain. The text reads: "TWO WORLDS" and "ONE MACALLAN". The bottle label reads: "The MACALLAN ORIGINAL SINGLE MALT WHISKY 12 OLD DOUBLE CASK".

KEEP WALKING.
JOHNNIE WALKER.



XX
#01
#02
#03

WINTER STORM

EXPERIMENTAL SERIES

WATCH THE VIDEO

Glenfiddich advertisement featuring three bottles of whisky (XX, #01, #02, #03) against a background of hand-drawn sketches and text. The text includes "WINTER STORM", "EXPERIMENTAL SERIES", and "WATCH THE VIDEO".

Objective

Be THE most talked about whiskey.

- Widespread adoption + share of voice by 2023
- New target audience
- Inspired brand personality
- Dewar's in the mix of conversation

Target audience

- “The new appreciator”
- 24-36
- 46% female
- Choose brands for POV + taste

Opportunity

Emotional connection. Personality. Strong POV.



Who is the “New Appreciator”?

- Craving authenticity
- Connection
- Active lifestyle
- Desire a richness in experiences
- A life well-lived means adventure, invigorating conversations, out-of-the-ordinary events, unrestrained, full expression, following curiosity, multidimensional, living unapologetically
- Feminists at the core

The New Appreciator is Female

Sexy in a way that empowers rather than objectifies. 1 part gritty + 1 part glamour.

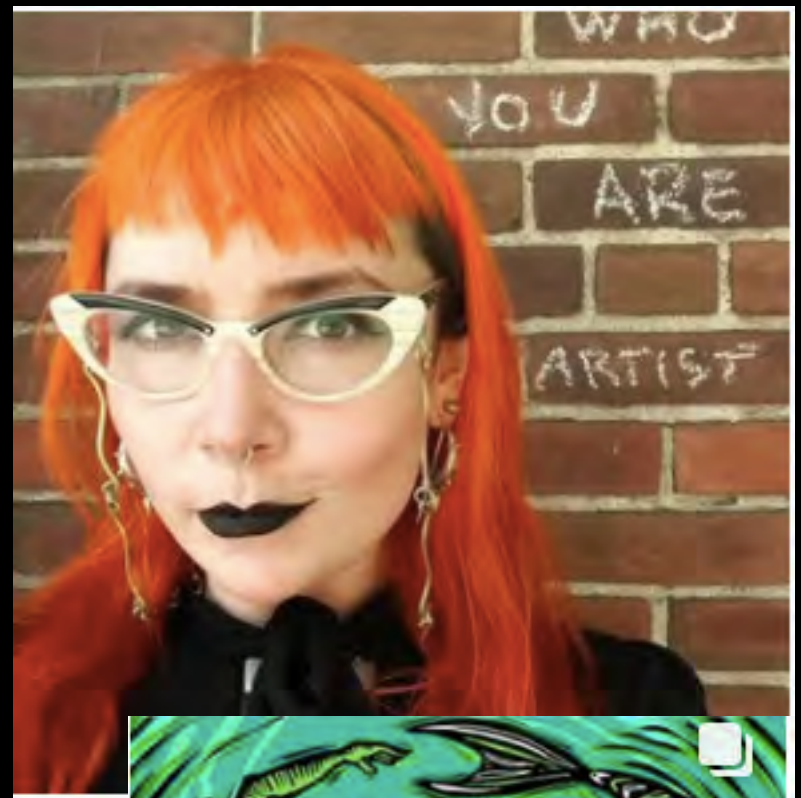


playful, eccentric, clever, edgy, punk
rock glam, badass superhero



VERAMEAT

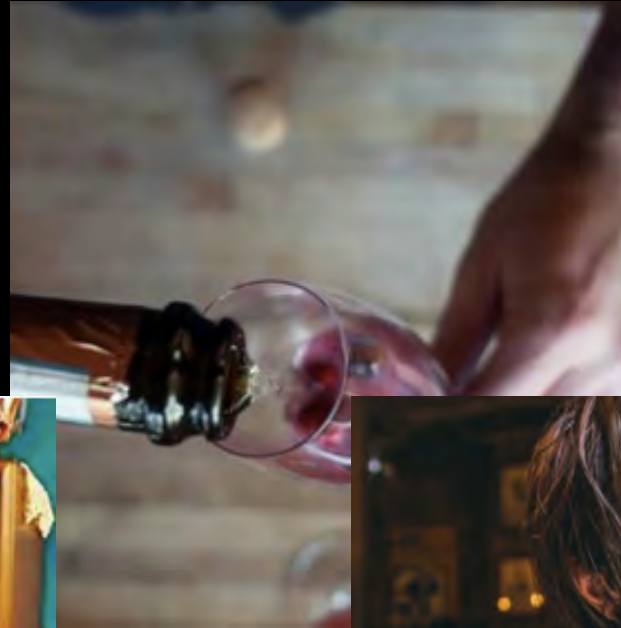
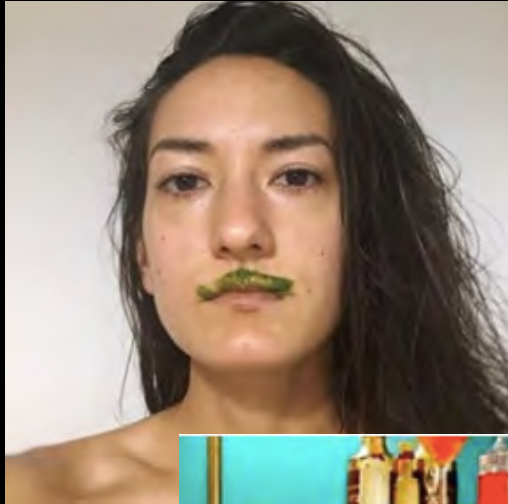
Wild women,
creators, living true to
self, unapologetic,
empowered,



Confident, layered,
adventure seekers,
unexpected, traveled,
inclusive



Balanced –
edgy + goofy; stylized + messy



Dewar's Scotch Whiskey

Double aged for extra smoothness.

Taking the edge off
with its smoothness since 1846.

Social objective

- Need to build authenticity for the brand
- Find connections between brand and targeted audience, integrate into lifestyle, so that Dewar's becomes part of the club + Dewar's is a thread that unites the social group.
- Move away from overly stylized / generic images in favor of conveying real experiences. Dewar's brings people together + facilitates real life stories + connections.
- In support of the new appreciator mindset, demonstrate the craft, originality, quality (smoothness, double aged) of Dewar's 12, 15, 18.
- Speak the language of adventure, premium placed on experiences, crafted/original materials + design.

Forge Strong Bonds to the Brand

- Share real, authentic stories, people in a tailored approach so it's identifiable, relatable, but also aspirational, cool without trying too hard, chic but chill, zero F*cks given, being your true self. Leading a life from intuition, of substance + depth, intense passion.
- Adopters are fringe, strong bonds + relationships, inner circle, wanderer, traveler, wild, untamed, design sensibility, uncharted territory, new fem, tattoos, leather, rough edges, CBGB inspired...
- Strong parallel with brand + person – smooth, flavorful, balanced, strong enough to stand on its own.

Manifesto

For the brave, for the bold, those that step into fear, recognize the fear/danger for living unapologetically and know there is no other way than to be your true self.

Those that know to feel fully alive, you jump anyway, acknowledge that friends + a strong sense of self, will be your parachute to soften the landing. And the stories will be shared over a glass of Dewar's on the rocks.

The idea

Grace comes from age + a collection of experience.

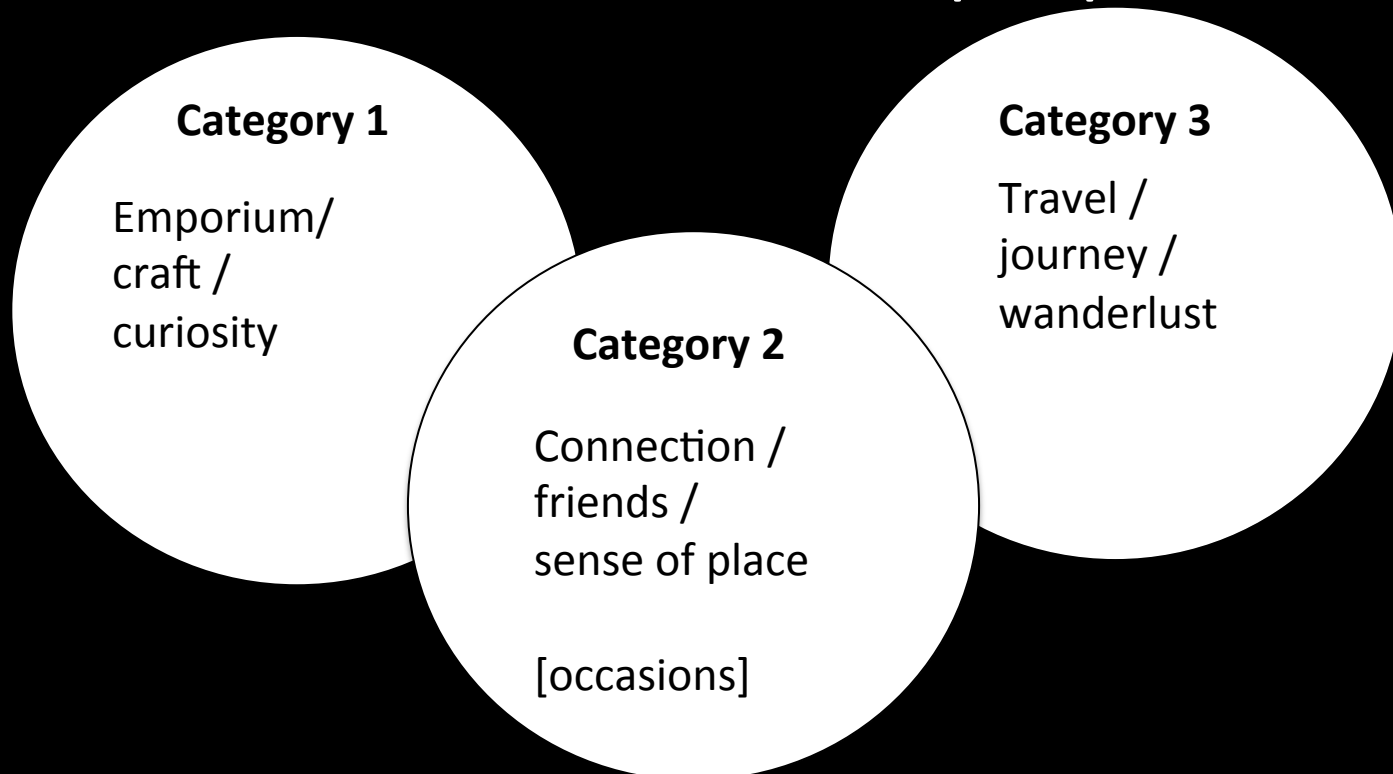
The best in life takes time, patience, perseverance, a maturing period.

The process of double tried + tested = extra smooth results.

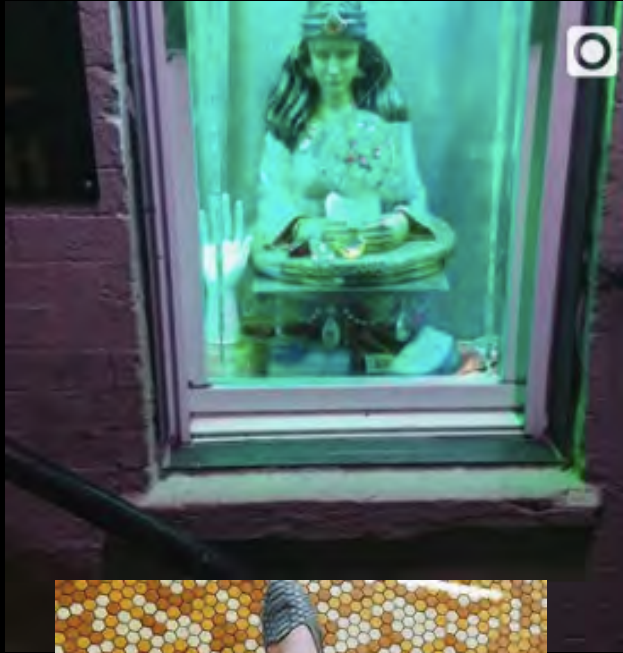
Double Aged for Extra Smoothness.

Strategy & Approach

Cityscapes/open road, glamour meets grunge,
new appreciator sophistication, indoors/
outdoors, real conversations + people



Emporium / craft / curiosities



Curiosity drives
our desires.



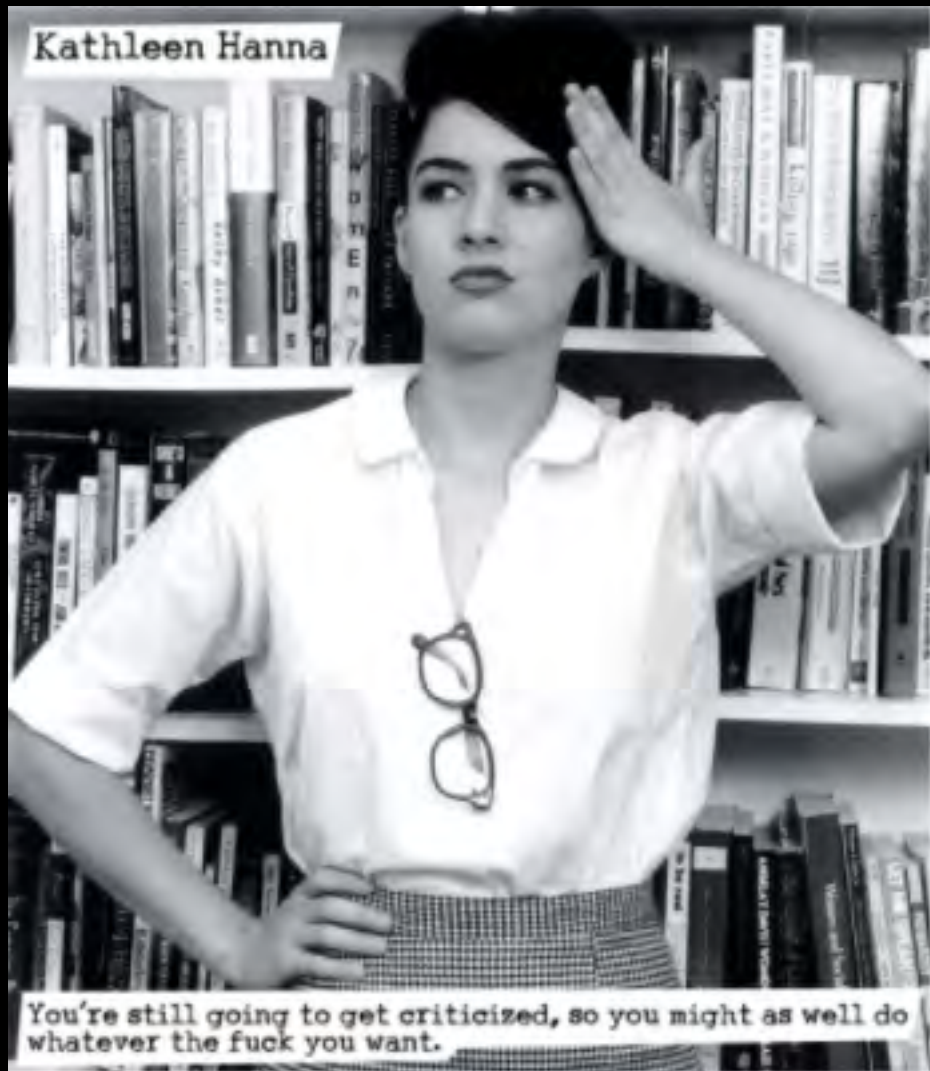
Emporium / craft / curiosities



Connection / Friends / Sense of Place



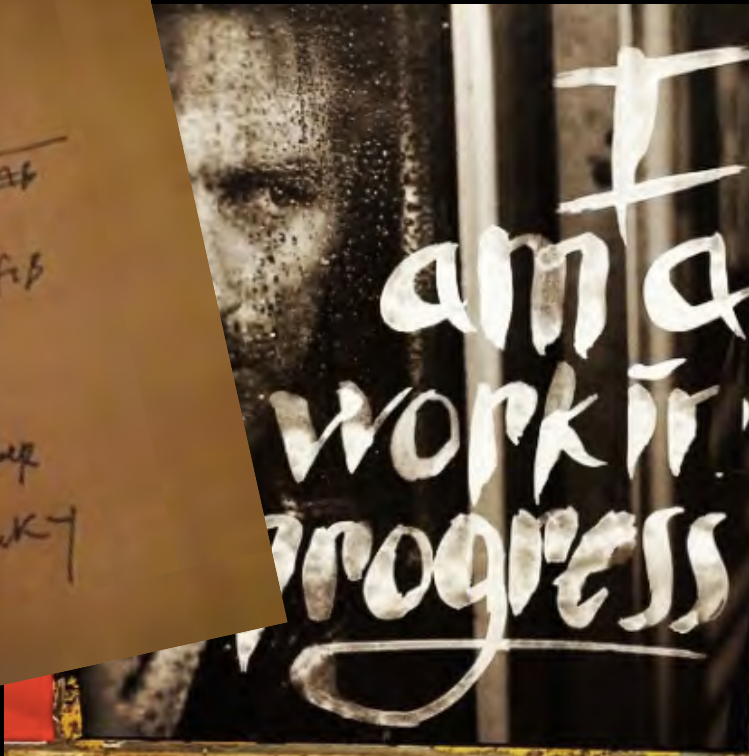
Travel / Journey / Wanderlust



Travel / Journey / Wanderlust

1. Hymn for the new World
2. Misconceptions on Power
3. Y U Keep (Tried) (C)
4. ~~You're Apocalypse Was FAB~~
5. I NEED A PLACEBO
6. Apocalypse was fab

ember
Lucky



Brand Promise

Double Aged For Extra Smoothness.

THE Scotch Whiskey.

Premium Taste + Flavor.

Double Aged



Curiosities – Seeing Double

Extra Smooth

1. Age
2. Blend
3. Age Again



+

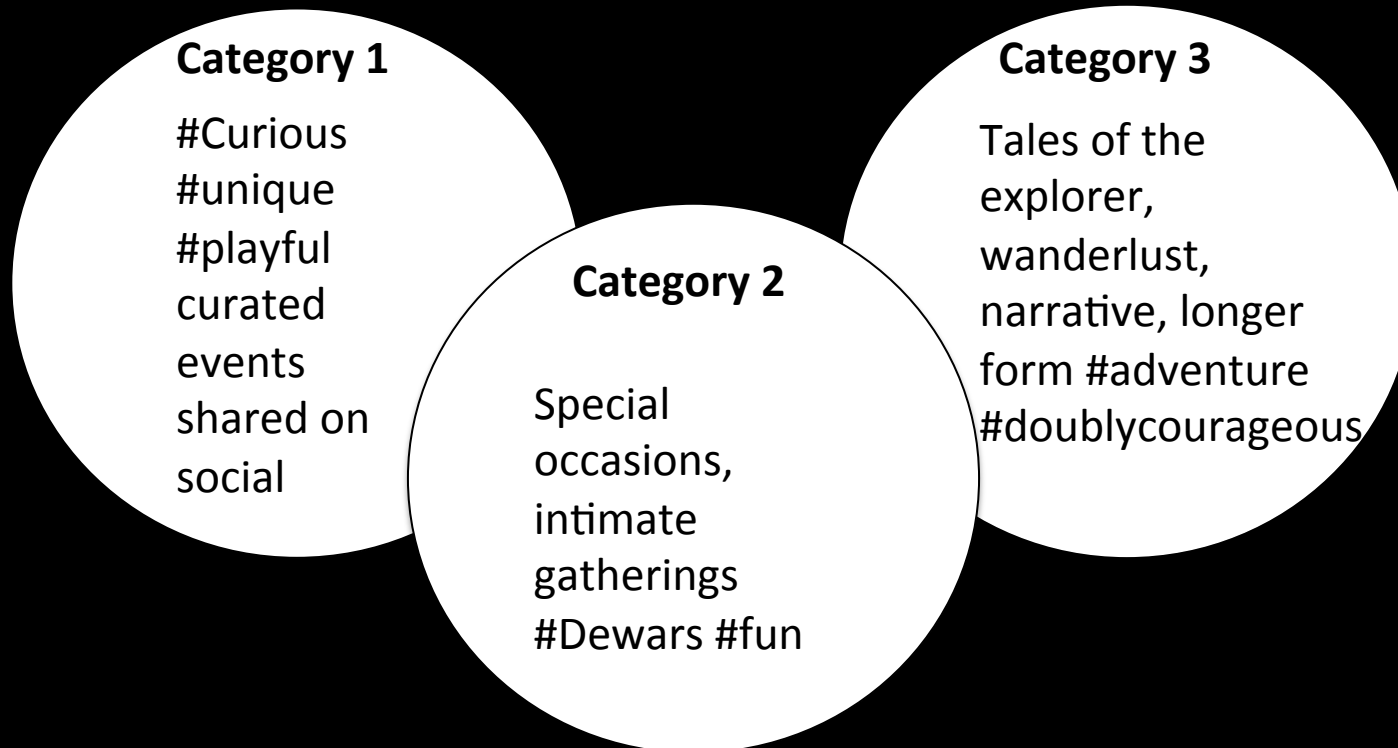


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Tactics

- Methods for delivery
- The path to elevated content – real people, real conversations, true self



On the Fringe Experiences

- Sleep No More bar
- Monochromatic party
- Concerts – smaller venues
(NYC, LA, Seattle, Portland)



Nightlife Setting

i.e. Bushwick underground electronic party +
Dewar's on the rocks #smooth #playful #clever



Investigating Dewar's Distilleries with #curiosity #play



Pairing with Food Porn

#scotcheggclub #streetfood



Activate Bartender Influencers

@licensed_to_distill



@bad_birdy



#crafted



Activate Musician Influencers / Partners

i.e. @emilywellsmusic #travelblog #storiesfromtheroad

i.e. partnership with NPR's tiny desk, Celebrate Brooklyn, BAM

i.e. partnership with Bob Boilen + MOW House, small concert venues, etc.



Reasons to Follow + Engage + Be Part of the Conversation

- Learn by observing, sharing, doing.
- We are all travelers, storytellers, adventuring.
- What do you see, what do you observe, what do you feel, what do you sense?
- Where do you travel?
- Where do you explore?
- Who do you love?
- What do you learn and investigate?
- What do you carry with you?
- Every experience is learning...we were meant to share these moments with each other. Those that see us for our true selves, we share a glass/bottle of Dewar's.

Thank you.

Let's build something awesome.

Kelly Berry

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Kelly Berry



Strategist, Writer, Creative
Director, Project Manager,
Small Business Owner

#playful #curious #explorer #investigative #connector
#communicator #thinker #dreamer #leader #teacher
#compassionate #risktaker #warrior #kind #dedicated
#creator #yogi #beautyseeker

I've worked in-house and agency-side at start-ups and boutique agencies both fulltime and as a freelancer. I run and operate my own creative collective which I've been managing for the last four years, started out as a marketing and PR generalist, quickly morphed to focus on creative direction, brand positioning, strategy and copywriting. I engage other freelancers (designers + developers most often) to help me execute on bigger projects. Recently, I've been working with brand agency partners to provide expertise in positioning, strategy, messaging, product/company naming, plus all copywriting (blogs, collateral, etc.) to adhere to a brand voice and tone that I am most often constructing.



Ten Meter Tower
Would you jump? Or would you?
NYTIMES.COM

Inspiration / Mood board

