

GLOBAL ALLIANCE COMM PRIX AWARDS 2013 ENTRY SUMMARY

CATEGORY: INTEGRATED COMMUNICATIONS
CONSULTANCY: ATMOSPHERE COMMUNICATIONS, SOCIETY,
HAMMER EVENTS, KING JAMES
CLIENT: JOHNNIE WALKER (BRANDHOUSE)
PROJECT: JOHNNIE WALKER'S "ONE BOTTLE LIQUOR STORE"
CONTACT: TESSA CROWDER
TESSA@ATMOSPHERE.CO.ZA



“Atmosphere’s innovative and strategic campaign seamlessly integrated traditional and social media, created great talkability around the brand and contributed to the product being sold out within the first three weeks of Johnnie Walker® launches Platinum Label™ launching in-store. Sales over the first four months rocketed to 2 151 units (nine litre cases) impressively exceeding the forecasted budget by 103%. This is particularly noteworthy when taking current market conditions and consumer purchasing behaviour into consideration.”

– Taygan Govinden, Brand Manager - Johnnie Walker Trademark

OVERVIEW

Atmosphere was tasked to conceptualise a unique communication idea to launch a new Johnnie Walker® Label variant. The brief focused on creating local talk factor as part of the global product launch roll-out, ultimately leading to a demand for the new whisky.

Research highlighted that our target audience aspire to exclusivity and the premium stature of the new Label directed our approach. We therefore created *The One Bottle Liquor Store*, a 'pop-up' bottle store – for two weeks only - which was the first of its kind in South Africa, consisting of only one bottle of the exclusive Johnnie Walker® Platinum Label™.

By using a combination of traditional media relations and creative social media, we not only garnered substantial media interest on television, radio and glossy titles, but also dramatically stimulated sales for the new premium whisky.

Two elements of our campaign stood out – the first signed bottle, auctioned creatively via Facebook, was sold for R76 000, 76 times more than its current retail price of R999.

However, the true measure of the success of our integrated campaign was that of the sales of Johnnie Walker® Platinum Label™. Sales, measured in nine litre cases, spiked dramatically and exceeded forecast by more than 1094 units -103% above the projected 1057 units during the last four months of 2012.

And within three weeks of launch, the whisky was sold out across the country.

CHALLENGES

- Traditional media was hesitant to cover another new label launch from the Johnnie Walker® stable as it was perceived as a purely promotional drive;
- Product launches are generally not newsworthy;
- Very little ATL advertising spend was available, this often drives support from the magazine titles in SA;
- The House of Walker introduced Platinum Label™ at the same time as removing Green Label™ from our market which had the potential to confuse loyal brand followers and cause speculation.

OPPORTUNITIES

- The global brand team gave regional PR teams creative freedom to develop their own initiatives to launch the new label;
- Consumer research provided the PR team with the insight that Platinum Label™ would appeal strongly to our local target audience;
- Following the launch of Platinum Label™ we identified the upcoming Whisky Live Festival as a good platform to continue building the presence of the brand.

RESEARCH

Desktop research was undertaken where we:

- Conducted an in-depth competitor analysis to investigate new product innovations in the whisky category and target audiences;
- Conducted a perception audit among individuals who fit the target audience profile as well as with top tier editors regarding their preferred whiskies, whisky taste and personal aspirations;
- Trend reports were studied to understand the luxury market;
- Print, online, and broadcast media were researched in detail for their relevance and reach of the specific target audience;
- The team set up Google alerts to track local and international news on Johnnie Walker® as well as competitor news.

Global tool kit:

- Although the launches in different markets were not relevant to our audiences, it gave the team insight into the approach of launching a new whisky.

Understanding the product:

- The team had several tastings with some of the country's top whisky connoisseurs to understand the intrinsic taste profiles to differentiate between the labels. We also did several visits to liquor stores and other trade outlets.

The following insights were obtained:

- Young professional males between the ages of 28 and 35 define themselves as being “bold, confident, successful ” and like to make use of brands that reflect this stature;
- Blue Label™ is the most well known of the Johnnie Walker® labels and is regarded as the whisky with the greatest stature;
- The average liquor store does not reflect a premium environment.

PLANNING

Business objective:

- Launch a new, premium brand into the saturated, local market and create a point of differentiation for Johnnie Walker® Platinum Label™ so as to contribute to sales of at least 1000 units (of 9 litre cases).

Communication objectives:

- Identify a creative concept to launch Platinum Label™ so as to inspire consumers to choose Johnnie Walker® above competitor brands and to create talk factor.
- Ensure the campaign showcases the personality of the Johnnie Walker® Platinum Label™ brand and its premium credentials.

Target audiences:

Primary

Male, 28–35, LSM 8–10. Career-focused and celebrates special occasions at exclusive locations where they can be seen, with a focus on Jhb-based consumers to be targeted with the following media channels.

- Lifestyle journalists: Magazines, newspapers, websites and radio
- Online influencers and noise makers: Bloggers and key influencers
- The brand's digital media platforms: Facebook fan page

Core messages:

- We are the world's leading Blended Scotch Whisky and from this position of strength, we are making proactive decisions to update our range and ensure we continue to lead the whisky category;
- Johnnie Walker® is opening the One Bottle Liquor Store, for two weeks only, to launch a limited edition bottle of ® Platinum Label™;
- At our core is a pioneering spirit that drives us to innovate as we respond to consumer tastes.

EXECUTION

The following tactics were used to launch Platinum Label™ in South Africa:

Launch event

In keeping with the stylish and sophisticated essence of the Johnnie Walker® brand, we created an exclusive event to launch the One Bottle Liquor Store and invited only a handful of media and influencers and a few trade partners. Those that attended the event were invited to start bidding on the collector's bottle, signed by Diageo's Master Distiller, Jim Beveridge a day before the bidding opened to the general public.

No Platinum Label™ has ever been tasted in SA before as this is reserved for the individual with the highest qualifying bid.



Digital platforms and the bidding process

Fans were able to place their bids at the pop-up store, online via Facebook or on a micro-site. The same layout and mechanics were mirrored across the two digital platforms.

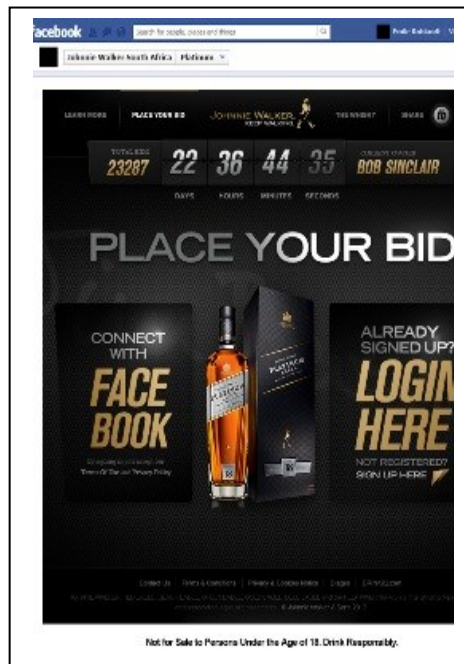
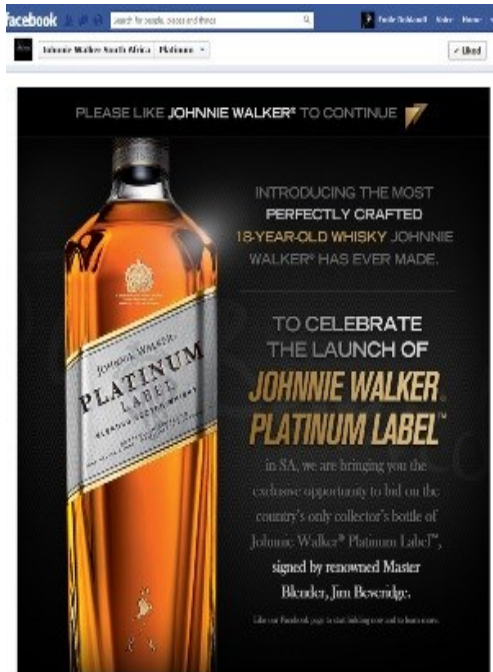
Consumers were required to log-in with their ID number to prove that they were over the age of 18. Fans could then place their bid which would allow them to see what the highest bid was. They were then given the option of increasing their bid to top the highest one, or opting out. All high bids were verified with a telephone call and consumers were given the option of withdrawing at this point, if they wished.

Bidding was open to the public for one week only and 2,216 bids were made.

Engagement was driven by both marketplace and premium ads during the duration of the campaign.

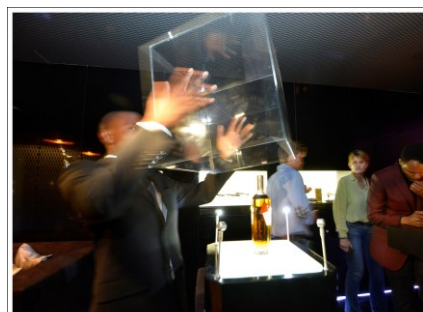
The success of the Facebook campaign was noted by Facebook South Africa as the most successful Facebook campaign in South Africa to date:

“The Johnnie Walker Platinum campaign performance statistics were nothing short of staggering with the best engagement we have ever seen.” Facebook



The handover event

A small event was created for the handover of the first Platinum Label™ to the winner and his close friends. They were the first to taste Platinum Label™ in the country and the tasting was managed by a Johnnie Walker® endorsed whisky connoisseur to ensure that an understanding of the liquid's taste profiles were experienced.



Media desk drop and exclusive tasting

Post the launch, 16 media and key influencers were sent a bottle of Platinum Label™ with an invitation to attend a Johnnie Walker® tasting with a global ambassador, Dr. Nick Morgan.

This provided the opportunity to educate media on the essence of the new Label in an environment where media could ask questions and enjoy comparing the Platinum Label™ taste with other Johnnie Walker® brands.

EVALUATION

Business criteria for campaign success	Delivered
<ul style="list-style-type: none"> • Ensure that individual bidding reaches more than R 8000 per bottle 	<ul style="list-style-type: none"> • A bid of R76 000 was achieved, 9x more than the initial target set
<ul style="list-style-type: none"> • Drive awareness of the Platinum Label™ to increase sales above the 1000 unit target leading up to December 2012 	<ul style="list-style-type: none"> • Platinum Label™ was sold out after the first three weeks of launch • By end December 2012, 2151 units were sold, more than double the target
Communications criteria for campaign success	Delivered
<ul style="list-style-type: none"> • 18 pieces of on-message positive coverage including key messages 	<ul style="list-style-type: none"> • 58 pieces of on-message coverage • 100% key message penetration in top-tiered media such as and Financial Mail, Business Day Wanted and the highly regarded international blog, Huffington Post • Exposure reached 20 128 222 consumers (based on media channels circulation figures).
<ul style="list-style-type: none"> • Deliver a return of at least 3x on the PR investment of R180k over the campaign period, a target of R540k over the period 	<ul style="list-style-type: none"> • Atmosphere delivered a x10 ROI (AVE 1:1) value at R18 376 56 (AVE 1:1)
<ul style="list-style-type: none"> • Use social media platforms to drive engagement over the campaign period 	<ul style="list-style-type: none"> • Achieved a total of 75,905 <u>new</u> impressions on the Facebook page • Achieved a total of 2,216

	<ul style="list-style-type: none"> • bids via Facebook • Reached a total of 2631, 927 fans • A total of 20,037 new page likes, growing the brand's FB presence to 33,585
<ul style="list-style-type: none"> • Manage the potential reputational impact on the Walker House of the Green Label being discontinued 	<ul style="list-style-type: none"> • Zero negative media coverage, zero negative social media comments

CONCLUSION

Atmosphere developed clear communication objectives and a targeted strategy that delivered a tightly-executed integrated campaign.

As a creative platform, *The One Bottle Liquor Store* created talkability, secured wide-spread on-message media coverage and most impressively, resulted in Platinum Label selling out within its first three weeks in trade.

Furthermore, sales far exceeded the forecast and 2,151 cases were sold – 103% above target, a true endorsement of the power of PR.

The *One Bottle Liquor Store* campaign is now used as Diageo's best practice case study globally.

Date	Media outlet	Headline/subject of interview	A.V.E (1:1)	Reach
September 13, 2012	Foodstuffsa.co.za	Spirits marketers turn to Africa to lift sales	R 48 183.46	20000
September 14, 2012	Business Day - Companies & Markets	Marketers turn to Africa to lift spirit sales	R 11 740.32	35070
September 14, 2012	Marketingupdate.co.za	Innovative idea behind Johnnie Walker - launch of its Platinum label in SA	R 22 445.83	20000
September 15, 2012	SME South Africa	Marketers turn to Africa to lift spirit sales	R 17 365.01	20000
September 16, 2012	Themarketingsite.com	Johnnie Walker launches Platinum Label by opening South Africa's first "One Bottle" liquor Store	R 40 043.64	20000
September 19, 2012	Between10and5.com	Johnnie Walker & SA's 1st 'One Bottle' liquor Store	R 12 000.00	20000
September 19, 2012	SABC 1 - Selimathunzi	Johnnie Walker Platinum Label launch	R 272 000.00	9122610
September 19, 2012	Timeslive.co.za	Signature whisky bottle going for at least R85 000	R 7 667.50	20000
September 19, 2012	Bizcommunity.com	Bid for Platinum Label Johnnie Walker at 'One Bottle' liquor store	R 12 083.40	20000

September 20, 2012	World News Online	Johnnie Walker's 'One Bottle' Liquor Shop For Its Platinum Label Has A Single Item For Sale	R 12 000.00	20000
September 20, 2012	slicktiger.co.za	Project Whisk(e)y: Johnnie Walker Platinum Launches	R 12 000.00	20000
September 20, 2012	huffingtonpost.com	Johnnie Walker's 'One Bottle' Liquor Shop For Its Platinum Label Has A Single Item For Sale	R 12 000.00	20000
September 20, 2012	Marketingupdate Newsletter	Innovative idea behind Johnnie Walker's launch of its Platinum label in SA	R 12 000.00	20000
September 21, 2012	Bbqonline.co.za	Johnnie Walker Gold Reserve makes dignified entry (Johnnie Walker's premium blend)	R 17 424.78	20000
September 21, 2012	bidtimes.co.za	Johnnie Walker's 'One Bottle' auction	R 12 000.00	20000
September 22, 2012	Ideate.co.za	Johnnie Walker Launches Platinum Label By Opening South Africa's First "One Bottle" Liquor Store	R 12 000.00	20000
September 23, 2012	Sunday Weekend Argus	Keep Walking	R 2 774.56	18015
September 25, 2012	SABC 1 - Selimathunzi	Johnnie Walker Platinum Label launch - Repeat	R 63 066.67	9122610
September 25, 2012	lol.co.za/lifestyle - lol Lifestyle	What's new at the 2012 Whisky Festival?	R 72 854.95	20000
September 29, 2012	Ideate.co.za	Johnnie Walker's 'One Bottle' Sells For An Incredible R76,000	R 12 000.00	20000
September 30, 2012	Themarketingsite.com	Johnnie Walker launches Platinum Label by opening South Africa's first One Bottle liquor Stor	R 44 528.96	20000
October 1, 2012	The Food and Beverage Reporter	New whisky blends	R 3 101.52	4228
October 1, 2012	Business Day Wanted	Platinum Label	R 8 769.65	35070
October 2, 2012	GoodHope FM	In-studio tasting with Marsh Middleton (Power Hour Sport and Lifestyle Show)	R 22 360.00	496000
October 2, 2012	Marketingupdate.co.za - Marketing Update	Johnnie Walker raises funds for NGO	R 7 558.76	20000
October 3, 2012	Bizcommunity.com - Biz Community	Platinum Label Johnnie Walker goes for R76k	R 9 781.80	20000
October 4, 2012	2OceansVibe Online Radio	The Bailey Schneider Show: Interview and in-studio tasting with Andrew Bardsley	R 35 000.00	5000

October 7, 2012	Sunday Sun	A bid that Won!	R 3 664.58	207294
October 7, 2012	City Press	Brash Bung and Ghetto Fabulous	R 29 183.00	146054
October 7, 2012	City Press Online	Brash Bung and Ghetto Fabulous	R 12 000.00	20000
October 15, 2012	FastMoving	Johnnie Walker® launches Platinum Label™ by opening South Africa's first "One Bottle" liquor Store	R 19 813.50	20000
October 25, 2012	FinWeek (Eng)	How to impress the Boss	R 50 123.65	23716
October 25, 2012	FinWeek (Afr)	Beindruk jou Baas	R 51 268.61	23716
October 31, 2012	The Post	The secrets of acquiring a taste for whisky	R 27 779.89	43994
November 1, 2012	Blaque Magazine	Johnnie Walker® launches Platinum Label	R 4 928.99	15000
November 1, 2012	Whisky Magazine	Metallic Strides	R 21 031.78	15551
November 1, 2012	Whisky Magazine	Metallic Strides second section	R 10 988.92	15551
November 1, 2012	Whisky Magazine	PROFILE: NYMPINI MABUNDA	R 162 141.00	15551
November 1, 2012	Whisky Magazine	Highlights at the FNB whisky festival: Johnnie Walker Platinum Label	R 81 070.60	15551
November 1, 2012	Prestige Magazine	Walking Tall: Profile of Taygan Govinden	R 63 148.48	13521
November 1, 2012	Habitat Magazine	Keep on Walking	R 14 557.69	13641
November 1, 2012	Business Day	Bring on the Whisky and Coke Broer	R 31 832.82	35828
November 1, 2012	bdlive.co.za	Bring on the Whisky and Coke Broer	R 28 720.30	20000
November 1, 2012	Stuff Guide	Going Platinum	R 39 419.71	137698
November 1, 2012	Sandton Magazine	Carrie on drinking	R 29 851.00	13521
November 1, 2012	GQ Magazine	Part of the family	R 61 880.80	30054
November 1, 2012	Spotang	Johnnie Walker Platinum launches for R 76 000	R 11 314.61	15000
November 2, 2012	Gagasi FM	Interview with Taygan Govinden at the FNB WLF 2012	R 17 630.00	173000
November 4, 2012	Saturday Weekend Argus	Whisky maker ups the ante	R 26 635.73	602101
November 4, 2012	Sunday Times Extra	A wee drum eases the way	R 6 152.00	451676
November 6, 2012	IOL Lifestyle	Whisky maker ups the ante	R 42 951.42	20000
November 7, 2012	Herald La Femme	Fine Whisky	R 3 032.40	22390
November 9, 2012	SAFM	A look at Whisky	R 80 730.00	540000

November 18, 2012	City Press	On the website: The art of drinking liquid gold	R 13 695.20	135148
November 18, 2012	Citypress.co.za	The art of drinking liquid gold	R 15 000.00	20000
November 24, 2012	Sandton Chronicle	Whisky Live	R 9 303.95	54531
November 23, 2012	Whisky Tasting Fellowship	Johnnie Walker Platinum Label is here and it's good	R 15 000.00	20000
November 26, 2012	Bdlive.co.za	SA big contributor demand for Scotch Whisky	R 37 533.60	20000
November 27, 2012	Wine Times Online	SA big contributor demand for Scotch Whisky	R 11 836.44	20000
			R 1 837 656.87	20 128 222