

Press release – embargoed 16.00hrs, 29<sup>th</sup> March 2007

## **GLENFIDDICH TO ENSURE *EVERY YEAR COUNTS* WITH NEW £23m FULLY-INTEGRATED GLOBAL COMMUNICATIONS CAMPAIGN**

Reigning Distiller of the Year, the independent, family-owned William Grant & Sons Ltd, today reveals plans to cement unassailable category leadership for its flagship single malt Scotch whisky, Glenfiddich, by introducing a new identity and a £23m cutting-edge integrated global communications platform for the brand.

With the strapline of *Every Year Counts*, the new campaign, whose core idea and advertising creative has been produced by advertising agency 180 Amsterdam, encompasses TV, print and outdoor executions, PR, CRM, sales promotion, online and brand ambassador activity together with updated packaging. The *Every Year Counts* concept parallels the heritage of Glenfiddich with the life opportunities that can often take years to realise.

Glenfiddich aims to be the first single malt to reach global sales of one million cases annually by increasing sales from its current base of just under 900,000, which is around twice as much as its nearest competitor. The evolving brand look and feel will spearhead this charge and build for the long-term future by, crucially, growing value as well as volume.

In 2006, a record year for the brand, Glenfiddich volume increased by 7% while value went up 9%, which can be attributed to the strength of the range – no other single malt has the capacity to offer such diversity – with volume sales of premium variants a top ten malt in their own right.

Commenting on the new direction, Steven Sturgeon, William Grant & Sons' Global Marketing Director, said: "We now have a deeper understanding of our consumers and the new campaign and stylish new packaging are designed to energise the brand and ensure its unassailable category leadership is assured. The focus now with *Every Year Counts* is to reach out to new consumers and encourage existing Glenfiddich drinkers to step up to the range and enjoy the rewards the older variants offer.

"With the multi-faceted campaign, developed by 180 Amsterdam and our partner agencies, we are confident of creating real impact in our current global strongholds while maximising the opportunities in newly developing malt whisky markets such as China, Taiwan and Russia.

"We shall continue to build the value and image of the brand and highlight its award-winning malt credentials as we open a new chapter in Glenfiddich's exciting story of innovation," Sturgeon added.

In becoming the first brand to extensively export single malt outside of Scotland, Glenfiddich broke new ground and essentially created the category in earnest. Nearly half a century later and Glenfiddich is breaking new ground again with a category record investment in an advertising campaign that is far removed from the typical 'heather and weather' single malt creative that has been seen before.

### **The thinking behind *Every Year Counts***

In a fast and fluid world full of possibilities, men, especially those in the Glenfiddich target age of 35-50 years old, want to experience life to the full. A day or week is too short a measure for any significant changes in our lives to be made, but a year can be more meaningful. Likewise with Glenfiddich, the quality that comes from maturing it cannot be rushed into a day but each year brings greater character and subtlety to the malt whisky and its interaction with the wood casks allows new possibilities within the spirit to be explored. It is the year too that offers people the opportunity to taste and experience life to the full.

William Grant himself embodied this philosophy when he, together with his wife, seven sons, two daughters and a single stonemason, built the Glenfiddich Distillery in a year.

Explaining the thinking further, Andy Fackrell, 180 Amsterdam Executive Creative Director, said: "Love, travel and career are all examples of vital experiences that take time. In the breakneck speed of today we want our key target markets to enjoy the journey as well as the destination. Carpe annum, not carpe diem, is a philosophy embodied by Glenfiddich. The traditional techniques still used today to distil the Glenfiddich range of single malt Scotch whiskies have been refined over the past 120 years, so patience is a virtue the brand knows very well. Every year really does count to it."

Through working with a network of agencies, the *Every Year Counts* theme has been fully integrated into additional key marketing executions such as PR, on/off-trade promotional materials and tasting events for Glenfiddich's global network of distributors to communicate the benefits of the brand to consumers in their respective markets.

**(ENDS)**

### **For further information, images or an interview, please contact:**

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### **Notes to editors**

- In 2006, William Grant & Sons Ltd was awarded the prestigious Distiller of the Year accolade by the International Spirits Competition (ISC) for the second consecutive year.
- William Grant & Sons is an award-winning independent family-owned distiller founded by William Grant in 1886 and today still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's

favourite single malt Glenfiddich®, the handcrafted range of The Balvenie® single malts and the world's fourth largest standard blended Scotch Grant's®, as well as selected other spirits, including Hendrick's® Gin, voted the 'World's Best Gin' by the Wall Street Journal and most recently Reyka Vodka from the first and only distillery in Iceland.

The Company has acquired a number of premium spirits brands including Gibson's Finest Canadian whisky, OVD, Wood's and Vat 19 rums, French brandies Three Barrels and Raynal and, most recently, a 30% stake in Tequila Milagro.

- The Company now has wholly-owned distribution companies in the UK, USA, China and Taiwan.
- The Company also owns 30% of Highland Distillers, whose brands include The Macallan and Highland Park Single Malt Scotch Whiskies and The Famous Grouse blended Scotch Whisky.
- Click on [www.williamgrant.com](http://www.williamgrant.com) for more information on the Company and its brands.