

The Glenlivet asked 160,000 enthusiasts to choose its 2014 single malt whisky without tasting it

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The Glenlivet whisky distillery created an online tasting room, allowing its fans from all over the world – The Glenlivet Guardians – to choose its 2014 single malt. Customers sign up to become a Guardian at The Glenlivet website, giving them access to private tastings, limited-edition releases, exclusive downloads and the chance to influence 2014's single malt.

Due to the rarity of the whiskies and the global spread of the Guardians, the vast majority wouldn't be able to taste the single malts in person. 'The simplest way to avoid people feeling left out was to create The Guardians' Chapter, a digital platform that made the flavours of the whiskies real, without the need to taste them,' says Mark Jennings, digital director at The Glenlivet's creative agency, Aesop.

The platform used associated cultural references to denote the spirit of each whisky. The Exotic malt was matched with stories about travel, including a profile of German actor and star of the film Rush Daniel Brühl. Revival was paired with imagery of the Zeppelin and reviews of 1930s cookbooks. Classic focused on stories about vintage cars, including the MG.

The winning whisky was announced and available to buy from February 2014, priced at \$85.

The Glenlivet Guardians' Chapter

- Location** UK, US & Asia
- Date** September–December 2013
- Design** Aesop – aesopagency.com
- Website** theglenlivet.com/guardians

Video bit.ly/GlenlivetGuardians





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- 1 Customers sign up to become a Guardian at The Glenlivet website. This gives them access to private tastings, limited-edition releases, exclusive downloads, invitations to tasting events (3) and the chance to influence 2014's single malt.
- 2 As The Glenlivet Guardians live all over the world, a digital tasting platform was created – The Guardians' Chapter – to allow them to vote for the 2014 single malt remotely. They could explore the three options through videos and articles inspired by the taste, then cast their vote.
- 4 The three options were Revival, Classic and Exotic. The Guardians' Chapter used cultural references to denote the spirit of each whisky. Revival was matched with 1930s imagery, The Exotic malt had stories about travel, Classic focused on stories around vintage cars.