

# Ginger Grouse - A Taste Adventure

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By Maxxium UK and Edrington

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The Ginger Grouse story is a phenomenal one, revolutionary in fact. It's transforming the Grouse brand footprint by expanding into new drinking occasions and becoming relevant to a new and younger consumer. In essence, it's a giant step for the whisky category. Ginger Grouse is bolder, younger, more energetic and much more adventurous, and confirms Grouse's continued commitment to innovation in the whisky category.

Let us tell you more...



## WHY GINGER GROUSE AND WHY NOW?

In an often difficult economic world, even whisky has taken a hit. The Famous Grouse chose not to panic, and simply looked towards the next generation of drinkers to see what they fancied. As well as fruit ciders, alcoholic ginger drinks were very much on the rise. As for blended scotch, the perception seemed fixed that it was a drink for your dad, not the kind of thing a young player would be seen indulging in. We needed a rethink and decided our beloved whisky required a new, fresh, zingy spin. This would get the new breed of consumer on board and perhaps entice those who had left us for other pastures to return to the fold.

Our story, this taste adventure, begins back in 2004 when The Famous Grouse and ginger beer were promoted together as a long serve. The location was The Famous Grouse tent at Murrayfield Stadium. We can't remember the score from that day, but we do recall the drink going down an absolute storm. The seed of a brilliant idea was planted and it would later flourish into a new alcoholic ginger beer: Ginger Grouse.



## THE OBJECTIVES

The Grouse brand is an innovative one. A day doesn't go by without our team thinking of exciting and innovative drinks to bring to market. There was a distinct desire within the team to expand into new territories and grow the brand footprint. Ginger Grouse fitted that bill to a tee and also served a secondary purpose. This liquid was our means to get a foot in the door of a new consumer base. By being more relevant to a younger crowd, by emphasising innovation and offering them products more closely aligned to their lifestyle, we glimpsed a glorious opportunity to open up new corridors for sales and distribution. Ginger Grouse was the key to recruiting new consumers to our brand footprint.



## TASTES AND CHALLENGES

After much trade and consumer research and subsequent testing, Ginger Grouse was finally ready. This premium alcoholic ginger beer (4.0% ABV), will take drinkers on a taste adventure thanks to a delicious blend of sharp zings, citrus and warming spices. We wouldn't dream of telling you how to take your drink, but sometimes it's a sensible idea to heed the experts. We recommend pouring it over ice and adding a wedge of fresh lime which will allow this bold, young, and energetic drink to inflame your taste buds.

One challenge we faced was in the quick turnaround from deciding to run with Ginger Grouse and getting it out there. It may have been several years from the original idea of merging The Famous Grouse with ginger beer, but the activation was driven through because we felt the public needed to be excited by the drink just as much as we were.



## BRINGING IT TO MARKET

Once the drink was all fired up and ready to go, we decided a staggered approach was the best way to get it out there. First, there was a pre-launch last August at Arthur's Bar in the Pleasance Courtyard during the Edinburgh Festival. For a month, Arthur's became the 'Ginger Grouse Bar', a hive of activity where famous comedians and actors mingled with festival-goers from Edinburgh and beyond. Many gathered under the Ginger Grouse parasols, introducing friends to this new taste adventure. The event was an aspiring success, creating a real buzz ahead of the Scotland launch in September. But here's the amazing bit: without even a hint of sampling at the event, Ginger Grouse outsold all other draft and bottled products in the bar. This was a very promising start.



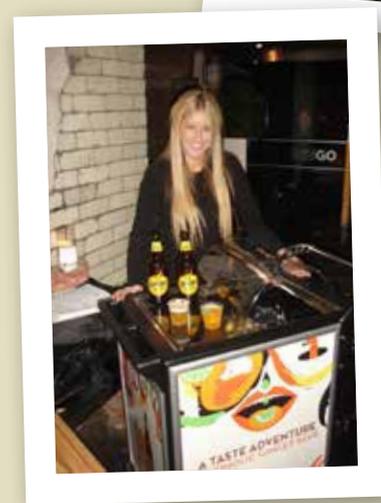
In September, Ginger Grouse launched across Scotland, taking the brand into 500 bars in bottle format, as well as featuring on-shelf in over 700 stores all over the country. Asda, Tesco, Sainsbury's and Morrisons all agreed to list Ginger Grouse from October and one retailer even opted to list Ginger Grouse down south, despite no investment in a UK launch at that point. As if that wasn't evidence enough of how attractive the drink was proving, the Cash and Carry sector was keen to adopt Ginger Grouse early, a rare but very welcome development.



## A MARKETING COUP

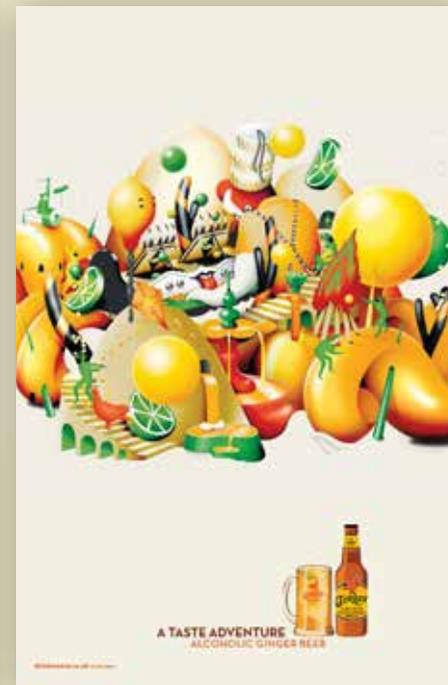
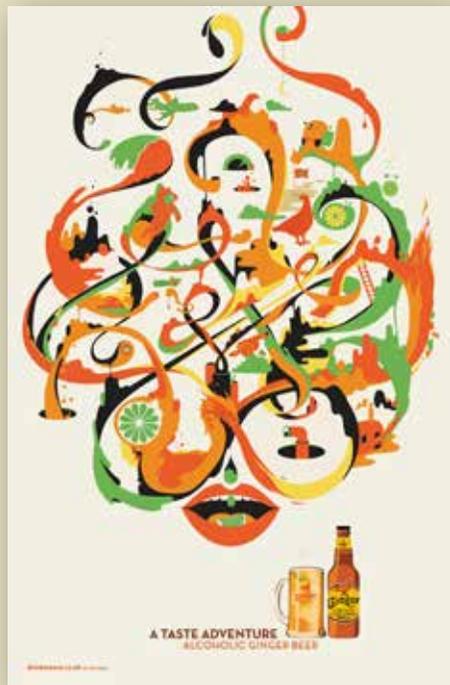
Not only were consumers and businesses looking favourably on our innovative new drink, we were supremely confident of success and proved it by investing record sums into a marketing launch.

The Famous Grouse brand team and Maxxium UK collaborated on a major brand investment campaign to help Ginger Grouse take off in Scotland, and later, as we shall see, across the UK. The newly created TV advert reached 2.5 million viewers, while Glasgow, Edinburgh and Aberdeen acted as core hubs for the mass Ginger Grouse activation for out-of-home advertising, an in-bar sampling programme as well as a regionalised radio campaign. In Glasgow, we took over the underground system with vividly colourful adverts and branding, and in all three cities, prominent phone-box advertising was placed very close to key bars and pubs. And across social media, the Ginger Grouse message was being transmitted loud and clear. You could not miss us.



## ILLUSTRATING OUR POINT

In a bold move, three acclaimed and very different illustrators were commissioned to tell their own version of A Taste Adventure with Ginger Grouse. Fernando Volken Togni, Ville Savimaa and Benjamin Langsfeld were asked to create a visually arresting piece of print that would bring to life the unique taste of the product: a refreshing citrus zing and gingery spice. And as the results showed, they didn't let anyone down.



## SAMPLING

Targeted sampling took place in bars across Edinburgh, Glasgow and Aberdeen with some 18,000 consumers trialled during the campaign. In December, Ginger Grouse made itself known at the Foodies Festival in the capital and almost 1500 bottles were sold, making this a very cost effective way to sample 8000 people.

## IT'S A RESULTS BUSINESS

So, where has all this innovative campaigning of a wonderful drink taken us? The results are very impressive. The Scottish Sales team has already beaten its target and secured listings in more than 700 bars, and over 700 stores now stock Ginger Grouse. This means our original distribution is well over target, with our bar outlet distribution now at 148% verses target... and growing daily. The retail performance is equally as impressive. Multiple grocer stores are performing at 308% verses target. As mentioned, the Cash and Carry sector elected to adopt it early, and is now in over 440 stores.

The success story continues. Rate of Sale has been performing ahead of plan in all sectors, and within the multiple grocer sector this rate of sale performance is an outstanding 232% verses plan, all of which



bodes very well for the UK launch. Now to the volume sold, well we have already exceeded our yearly target... with a couple of months still to go. A huge achievement against the already ambitious plan - something tells us this drink has been well received by all.

We have seen the numbers, but what are consumers telling us? In November, almost 500 people were interviewed in face to face research and the feedback was heart-warming. Over a third of people asked were already aware of Ginger Grouse, a great result for such a newcomer. They told us they heard about it through their friends, or through our engaging radio campaign. Many remembered it from our displays in bar, or had seen it through TV, the underground or our phone box advertising. The good thing is people were intrigued from the outset.

Even more positive was their feedback on the drink. Over half of those who had tried it, went back for more. A really great indicator for future success. Consumers are really positive of the association with The Famous Grouse, including drinkers of the parent brand, and people were keen on the liquid, packaging and serve. The brand itself was very well received - high quality and adventurous they call it. It seems that the objectives are being well and truly met: young drinkers are getting a handle on Ginger Grouse, a drink and brand which maintains the perception that we are innovative game-changers.

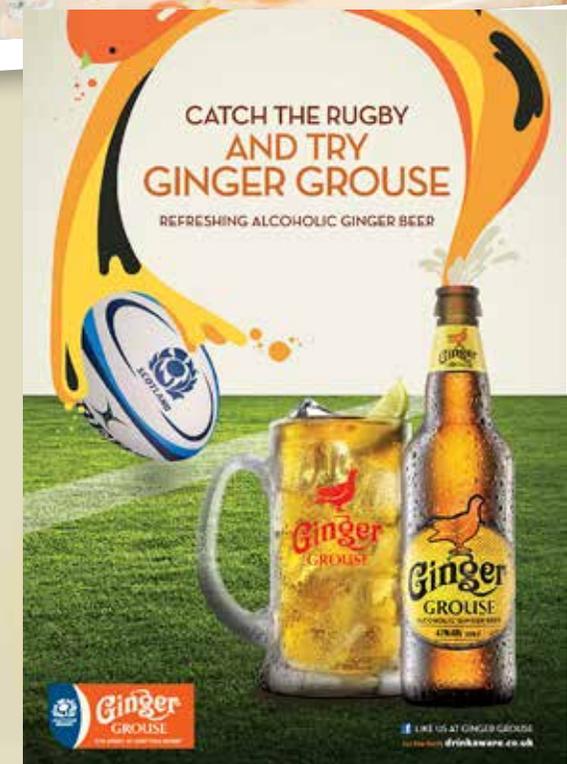


## A VERY BRIGHT FUTURE

So, the launch in late 2012 was a success. We know that. We also know that resting on such laurels is never a good idea. So, in January, we announced an exciting deal to take Ginger Grouse on a new taste adventure as The Spirit of Scottish Rugby. A six-figure three-year sponsorship package was agreed, marking 23 years of the Famous Grouse brand's support for rugby in Scotland.

We will continue to be at the heart of the match-day experience playing host to supporters at the Ginger Grouse Bar in Murrayfield Stadium. Ginger Grouse is already being enjoyed on draught in Murrayfield Stadium bars as well as in a 275ml PET format, developed specifically for the stadium. That close relationship brings our story full circle, given that our partnership with Scottish Rugby first led to The Famous Grouse serve with ginger beer becoming so popular.

And what then of the future? You won't blame us for keeping some cards close to our chests, but it's no secret that after such a wonderful start in Scotland, Ginger Grouse is being launched UK-wide from March with the biggest investment Maxxium UK and the brand team have ever put behind a brand, a £4million marketing campaign to be precise. It wouldn't be fair to keep such a wonderful thing to ourselves, now, would it . . . ?



## IN SUMMARY

The whisky market may be an ever-changing and occasionally troubled place, but where innovation, freshness and excitement exists, there will always be demand. Ginger Grouse fits those imperatives like a glove.

Why not take yourself on a taste adventure: you wouldn't be alone.

