

Global Drinks Group - Sage Scotsman Brand Revamp

Background Information

Client

Global Drinks Group (GDG), is a global alcoholic beverages company headquartered in Glasgow, United Kingdom. It is one of the world's leading manufacturers of distilled spirits with a number of major brands. Its most popular brands include *Sage Scotsman* (claimed the world's best-selling scotch whisky), *Irishman's Delight* (claimed the world's best selling liqueur), *Chilli Mocha* (claimed to be the world's best selling flavoured liqueur) and *Smirking Priest* (claimed the world's best selling stout).

Industry Specification

Research indicates that Britain has become a new nation of coffee drinkers, and while the coffee shop market booms, an estimated twenty pubs close across Britain every week. However, the prospect of European-style cafes where customers are as likely to order a coffee as a beer or a pastis seems unlikely in the UK in the near future, as British people do not want to drink coffee in a pub or alcohol in a cafe just yet.

Another important factor in the drinks market is the shifting tastes of Millennials - the fastest-growing generation of customers in the marketplace, who bring the greatest lifetime value - and are drinking less alcohol overall but switching from beer and wine to spirits and liqueurs whenever they do drink alcohol. Millennials' interest in "nolo" (no- or low alcohol) drinks which don't cause as much of a hangover and won't interfere with a workout routine the next day is also growing.

In fact, Millennials' attitudes and behaviours are so different to Baby Boomers' - often opposite - that drinks brands need expert help to understand what consumers want. This includes GDG who are currently looking to gain favour with Millennials and capitalise on this trend to grow their *Sage Scotsman* scotch whiskey brand, which has seen dwindling sales in recent years but has much lower alcohol content than other drinks in GDG's range.

Stakeholders

1. Chief Marketing Officer
2. Account Manager
3. Brand Manager

The Chief Marketing Officer will sign off on the costs and KPIs.

The Account Manager will sign off on agency-side costs and KPIs.

The Brand Manager will sign off on any creative strategy.

Brief & Requirements

The full-service marketing & branding agency where you work, has been hired by GDG to help them develop a new branding strategy.

You, the apprentice, are tasked with the following:

1. Invent an overarching marketing strategy which has an increased focus on digital/online sales and “revamps” the existing *Sage Scotsman* brand making it more appealing to a Millennial audience.
2. Integrate more than two appropriate digital channels (e.g. Social, Search, Display)
3. Your idea must be based around at least one key insight. This may be an insight(s) driven from a number of available insight options. For example, Google trends, Adwords keywords tool, online research into the target audience, social listening tools and competitor intelligence tools.

Your strategy must also:

- Ensure that the *Sage Scotsman* brand increases sales from just 2% to 5% of sales over a 12 week period;
- Ensure that the product is seen by at least 50% of the target audience;
- Integrate both traditional and digital platforms to drive awareness, excitement and sales.

Campaign Specifications:

- Target audience: 22 - 40 years old, health- and wellness-conscious but still enjoys a good night out.
- Target Market: United Kingdom
- Average spend on a night out: £50
- Re-branding budget: £1.9 million

Objectives & Outcomes

To complete this project brief, below you will find listed the key outcomes and objectives of this project including minimum requirements for the project:

Objective	Outcome	Evidence
Analyse	Analyse the existing path to purchase (customer journeys), website, relevant touch points and describe how you'll capture your target audience:	Spreadsheet, Word tables, PDF.

	<ul style="list-style-type: none"> • Select relevant data points to determine opportunities to improve the customer journey and boost sales; • Make unique, creative, and relevant connections to the data that would help your client improve business performance; • Provide ample detail and bring in other research to support your observations. 	
Segment	<p>Identify relevant audience segments. Ensure that insights relate to the underlying consumer behaviour driving the data:</p> <ul style="list-style-type: none"> • Select and segment data to examine it in more detail. • Use your analysis to identify opportunities that promise big gains for the <i>Sage Scotsman</i> brand. • Make insights based on analytic data that are clear and testable. • Use external data where appropriate to support your data. • Identify customer touch points • Develop a search, video, content and display strategy that includes an approach that's not directly related to conversion and aligns with the client's objectives and customer behaviour. 	Spreadsheet, Word tables, PDF.
Propose	<p>Make clear data-backed recommendations for future improvements:</p> <ul style="list-style-type: none"> • Link your recommendations to Global Drinks Group's objectives and KPIs • Recommend how customer touchpoints could tie in with the brand more effectively, drive engagement, and move customers from one stage of the journey to the next. 	PowerPoint, Word documents, PDF

	<ul style="list-style-type: none"> • Recommend relevant tests for data insights in order to increase KPI results. • Propose analytic dimensions and metrics to best measure campaign objectives. • Suggest appropriate metrics and testing to increase KPIs • Develop an engaging and purpose driven content strategy across the whole journey. 	
Present	<p>Present all information in an innovative, creative, logical and well-structured way which would help convince your client to accept its recommendations.</p> <ul style="list-style-type: none"> • Ensure ad formats and channels you've selected orchestrate together in an integrated way • Identify and reiterate your client's needs and objectives • Be structured in a succinct and coherent way that is in line with the brief. • Focus on the appropriate data • Incorporate clear and effective communication of information. 	<p>PowerPoint presentation in PDF format without audio/narration.</p>

Project Information & Equipment

- Google Analytics account login (one you set up in previous weeks activities that gives you access to the Platinum Adventures Google Analytics data.)
- Platinum Adventures background information
- Current customer profile information
- Product listing for eCommerce site

You will be provided with appropriate resources necessary to complete the project, Including:

- Laptop/computer
- Access to the Internet
- Spreadsheet software
- Presentation software
- Word processing software
- Relevant logins for tools