

YOUR SIGNATURE SPIRIT

Personalisation to increase brand appeal and drive gifting sales



> 'YOUR SIGNATURE SPIRIT' CAMPAIGN OFFERED CONSUMERS THE OPPORTUNITY TO PERSONALISE PURCHASED BOTTLES OF WHISKEY

> THE CAMPAIGN WAS ABLE TO:

- + ATTRACT SHOPPERS LOOKING FOR A PREMIUM GIFT
- + RAISE AWARENESS OF EACH WHISKEY BRAND
- + GROW CATEGORY SHARE