



NIMBLE STRATEGIES FOR WHISKY IN A RAPIDLY EVOLVING D&E MARKET

THE CHALLENGE

- A local alcobev giant needed to sustain growth momentum and maintain dominance in the face of imported challengers. Key task was to drive recruitment into the category as well as maximize up-trade potential within the portfolio

BRANDSCAPES INSIGHTS

- A homegrown success story, the client corporate name was trustworthy, reputed and genuine
- Dual drinkers offered targeting opportunities basis their needs and motivation across categories
- There were different entry barriers to client's alcobev category basis profile
- Undifferentiated perceptions of portfolio brands was causing diffused consumption and cannibalization

MARKETING ACTIONS

- Contemporized packaging, labelling and bottle design for all their portfolio brands
- Recast communication cues to create distinctiveness for portfolio brands
- Cut out nonperforming brands from the portfolio and launched premium offering to counter international challengers
- Launched a low price point offering to prevent leakage from flagship brand, to act as a category recruiter
- Effectively leveraged the overarching strength of the corporate brand

OUTCOME

- Helped the client rediscover category potential, create distinctiveness for their portfolio brands and led to optimized targeting prompted by a holistic understanding of the consumer