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disruptive brands make & shake categories

Lead

Leaders with dominant share Maintain the status quo

Conservator

makers

Create / reinvent or re-energise categories or sub categories

Conserve

Challenge

partakers

shakers

Play by the rules using tactics & distinctive twists

Classic challenger – disrupting the accepted norms

Pack

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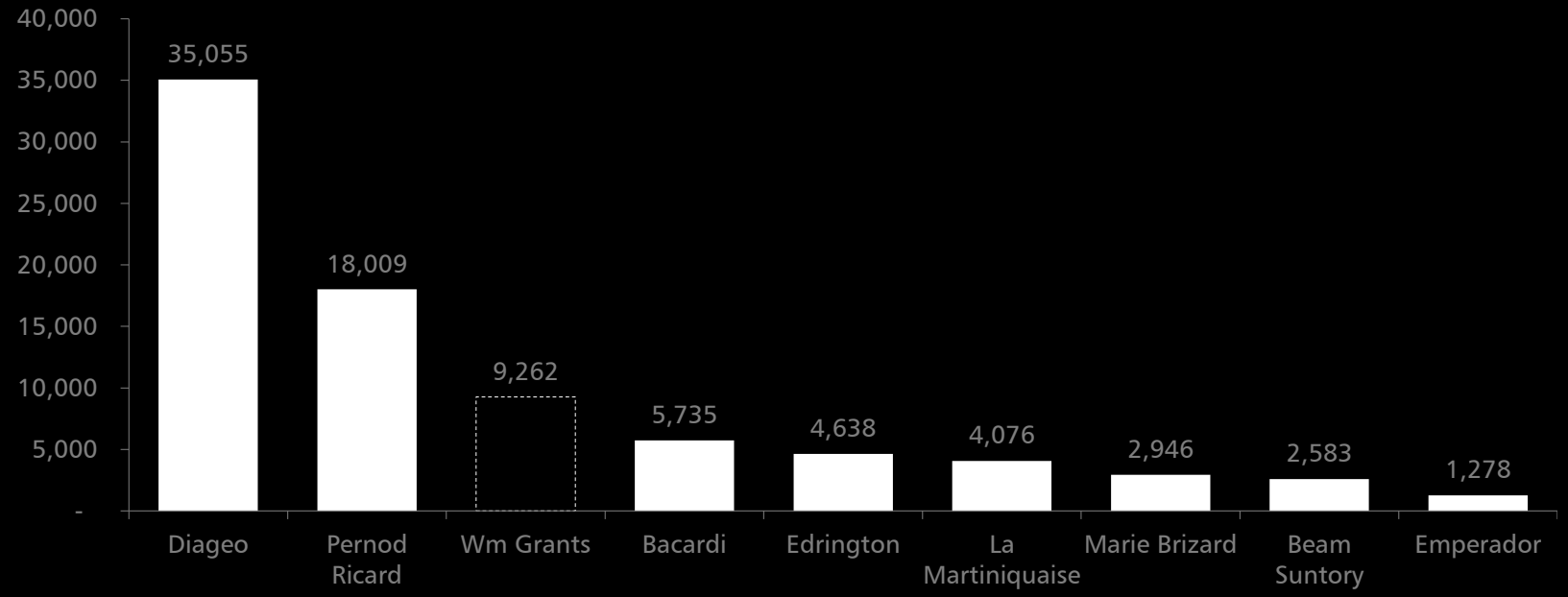
For WGS scotch is our backbone …



… but, disruption our dna

Lead

Conservator

make

Conserve

Challenge

partakers

Pack

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for william grant taking a disruptive stance has seen brand, cultural & commercial success

WE BUILD BRANDS

dram by dram

WILLIAM GRANT & SONS

William Grant & Sons Ltd.

5 disruptive lessons

#1 counter view on where to play

#2 celebrate family, creators & ambassadors

#3 create & immerse people in deep brand worlds

#4 invest in culture & category meaning

#5 Consumer-Brand-Business contract works

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don’t play
what’s there

play what’s
not there

Hendricks and Glenfiddich are two examples of maker brands

Lead

Conservator | m

Conserve — Challenge

partakers | shakers

Pack

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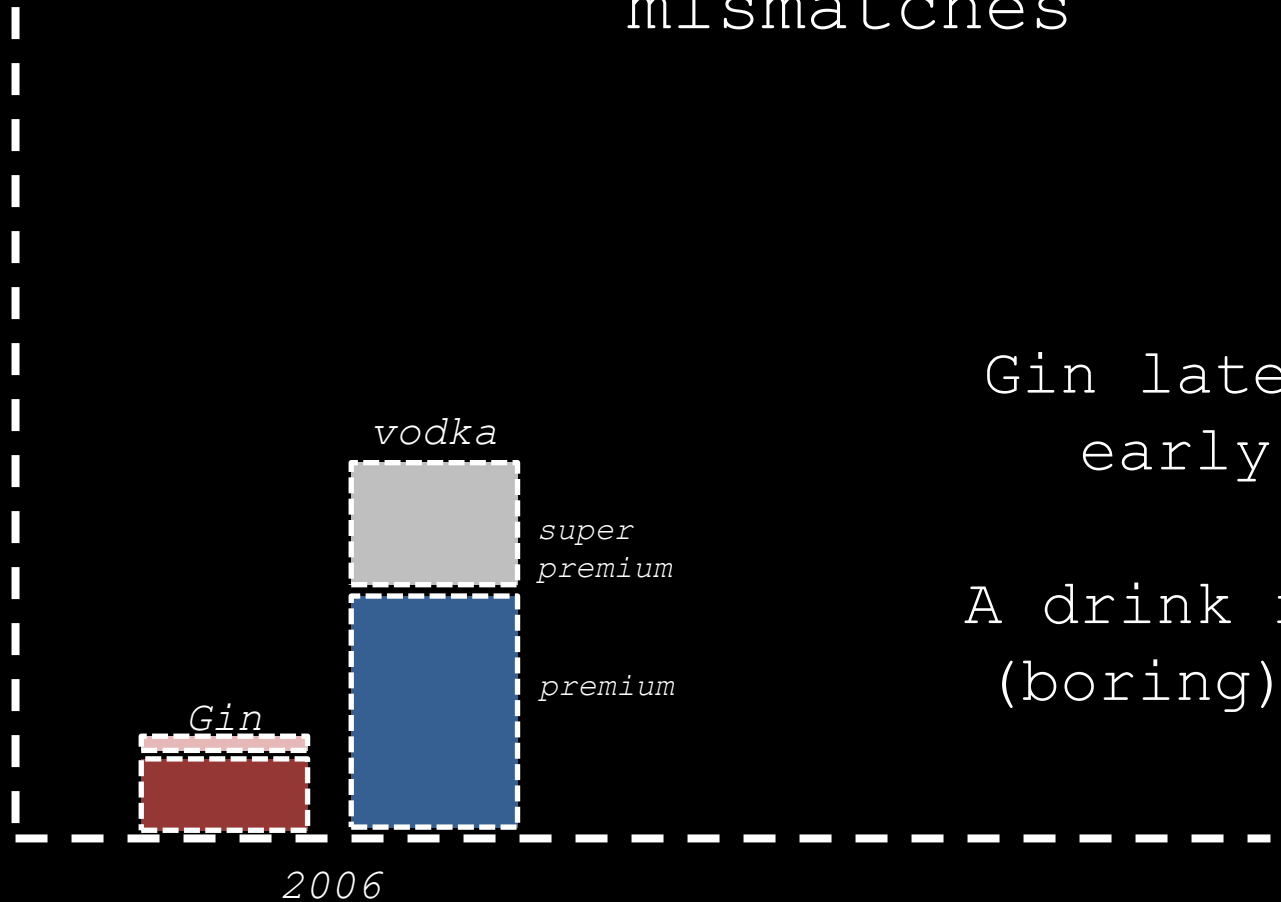
Hendricks: look for comparative mismatches



Gin late 90's / early 00's

A drink for your (boring) granny

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Look for likely repeated historical trends

1920’s -50’s Gin was ‘the’ drink

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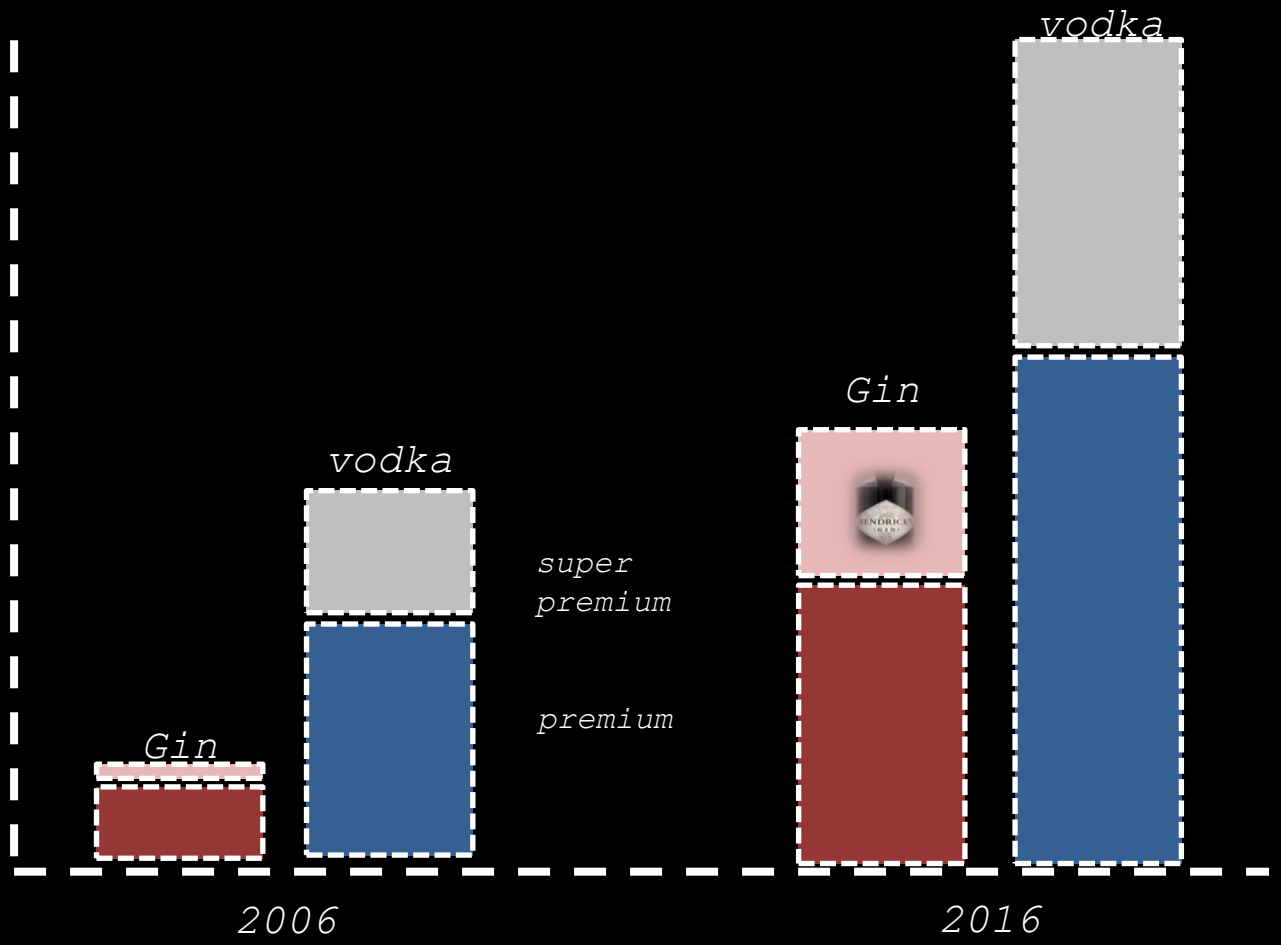
commit for the long term



so, who’s elvis around here?

look for big, homogenous, lazy categories

hint:this guy is
not elvis

Chosen to shake up Scotch

Lead

tor

makers

Conserve

Challenge

partakers

sha rs

Pack

Monkey Shoulder takes direct opposition to the heartland … with style

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5 disruptive lessons

(I've learnt)

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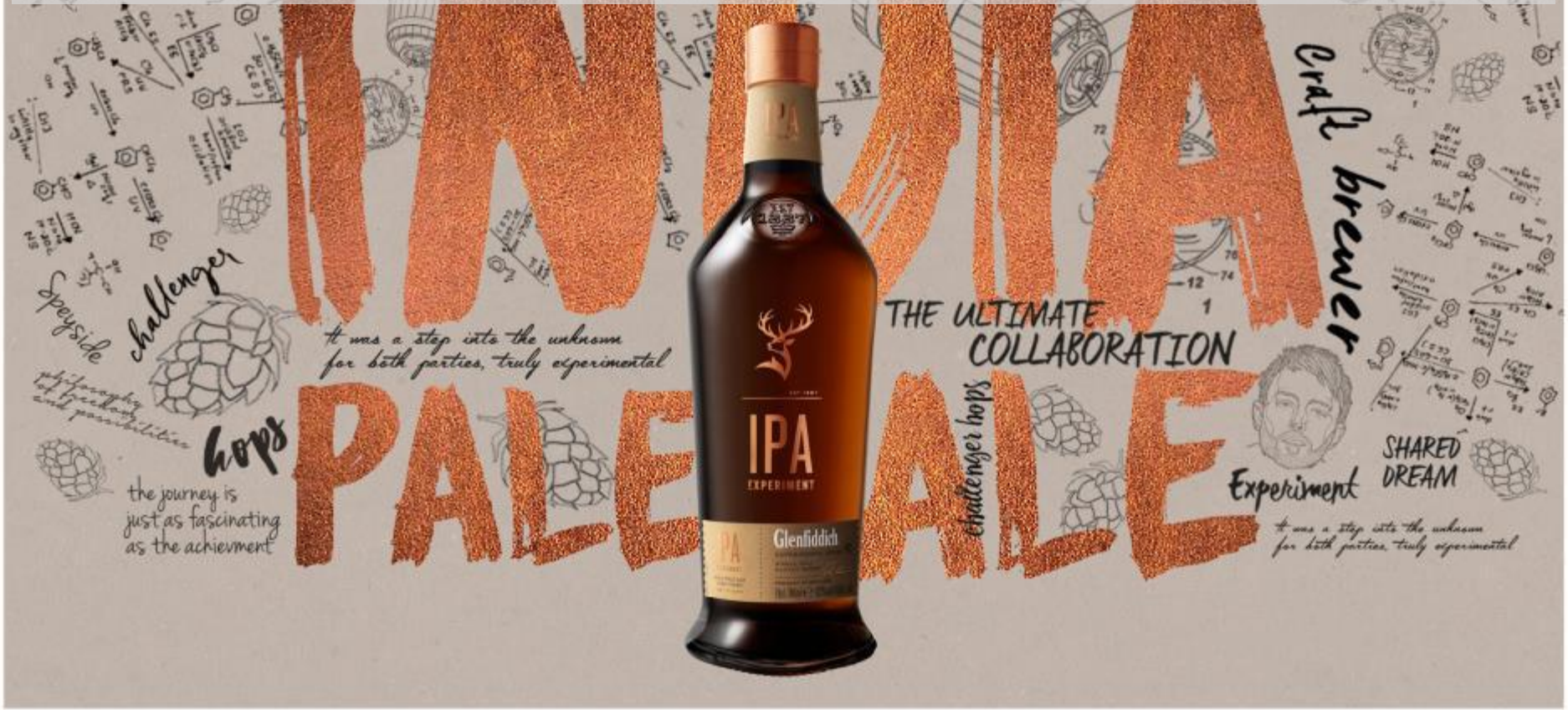
family & makers are present in liquid, innovation & brand inspiration

The Glenfiddich experimental series puts our makers and collaborators on show



creation myths are deep, purposeful & real

ambassadors are celebrated and their actions amplified

(embodiment of the brand)

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create deep, meaningful brand worlds

A depth of expression that encompasses visual style, tone of voice, interior design, wardrobe, music and all other aspects. *It brings to life the role of the brand in the world at large.*

..used in channel, film and especially in immersive experiences

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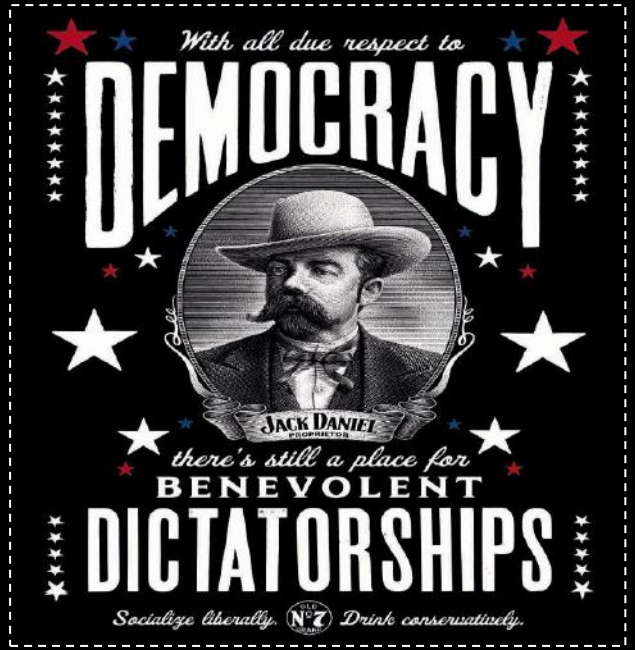
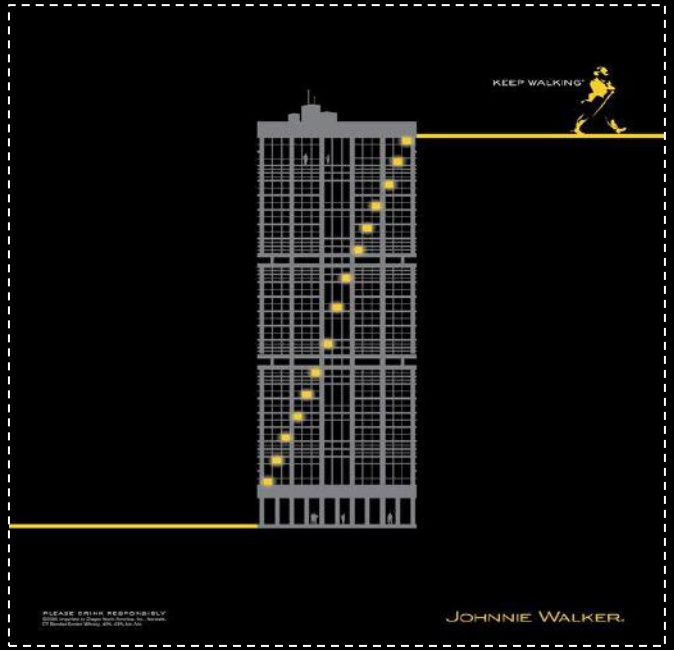
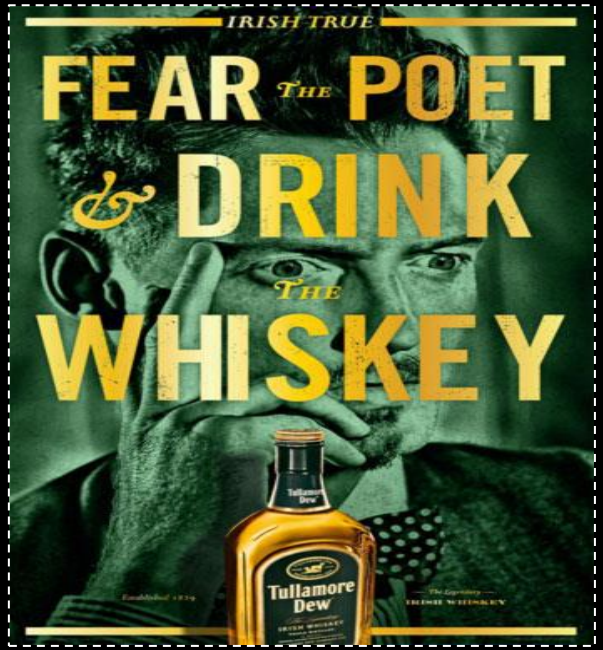
Semiotics – understand category meaning

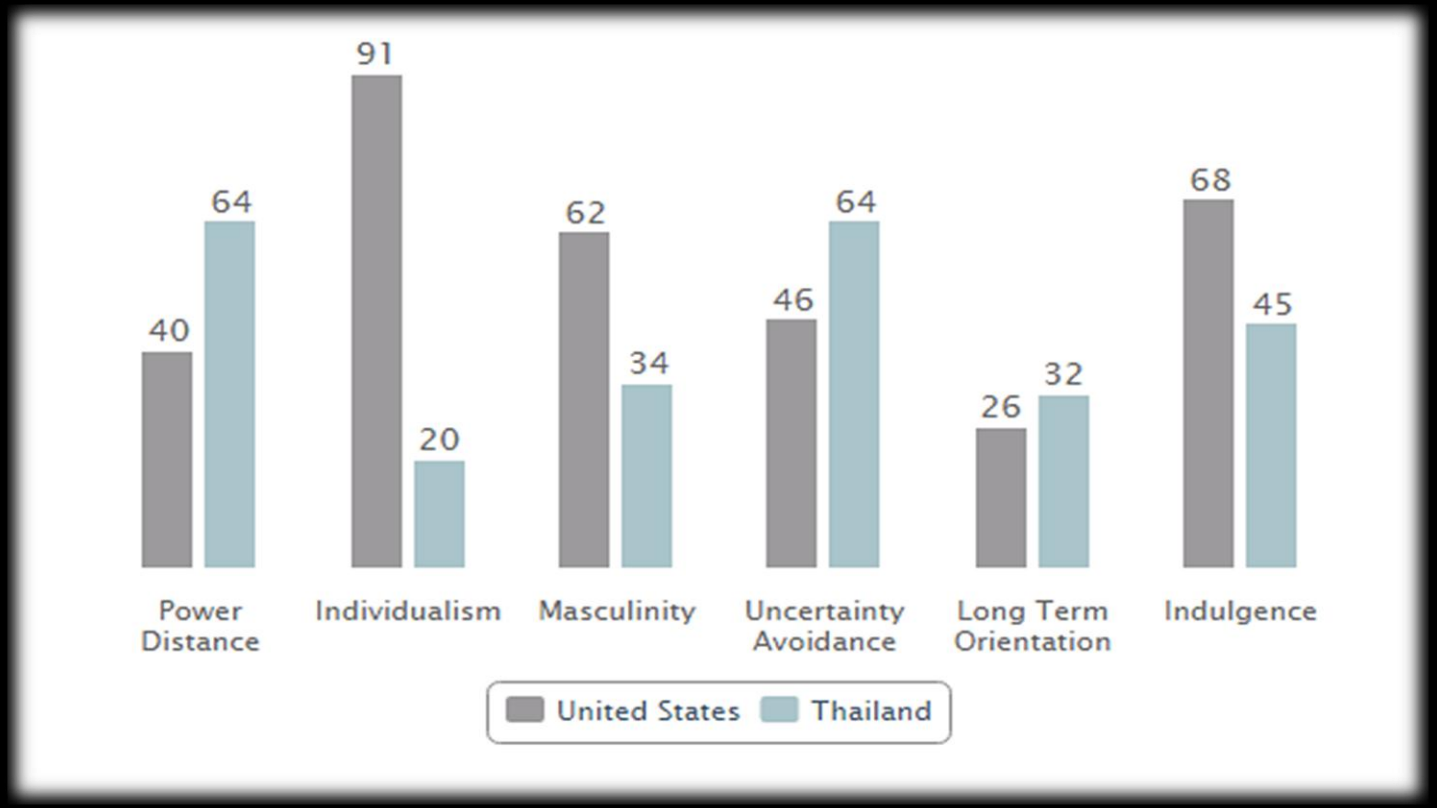
A battle of distilling or core socio-economic philosophies?







culture explains most things



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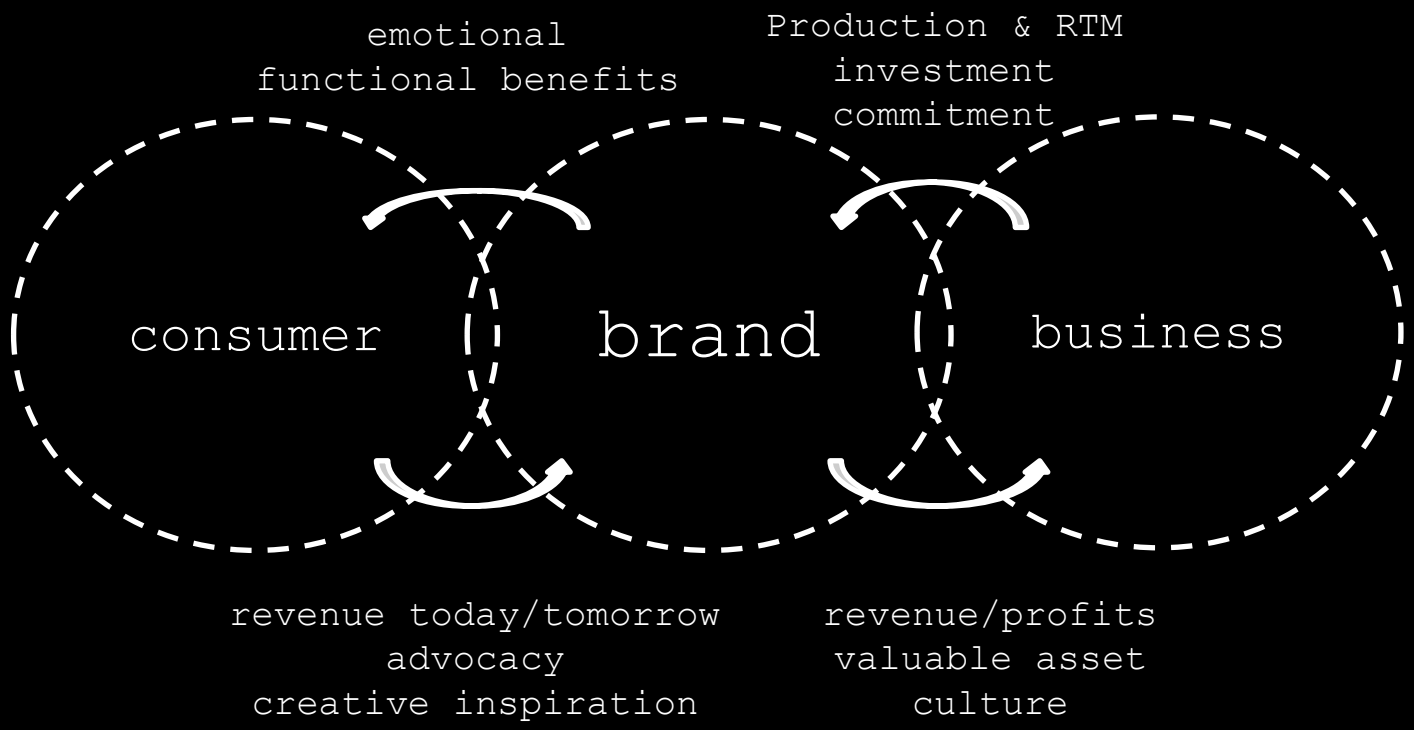
Brand centric : Brand as entity



for william grant taking a disruptive stance has seen brand, cultural & commercial success

1. Doubled our business in last 5 years

2. Over last ten years the market has grown x3
   WGS has grown x7

3. Two of the most successful spirit launches
   in modern times(more to come!)

4. Equity performance across portfolio

5. Culture that attracts & keeps disruptors

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THE ORIGINAL
SAILOR JERRY™
SPICED
DEATH

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