

CAMPBELL

Christmas Campaign

The Noble
— BLENDED SCOTCH WHISKY —

The Brief

Increase Clan Campbell's **brand awareness**,
maximising rotations and new client acquisition via an
effective **Christmas 2025 marketing & communication plan.**

Where: **All Italian Regions**

Who: 25-44 year's old Whiskey Drinkers men (and
women) who enjoy a Scotch whisky with their friends

Who: 18-29 year's Dark Spirits Drinkers (men and
women) who enjoy a flavoured whiskey or a
rum/spiced rum with their friends

Budget: **500K**
(**€400k** communication + **€100k** instore activation)

Trends

Emotional and social associated with the Christmas season

Stress & Anxiety

Happiness & Nostalgia

Loneliness

Campaign Manifesto

Everyone experiences the holidays *differently*.

With *Clan Campbell*, whisky can become a mirror of these moments.

Whether it's neat, on the rocks, or mixed, your drink reflects something personal.

It speaks to your values, your traditions... your clan.

It's part of your Christmas story, however you live it, and whoever you share it with.

Different *stories*, same *spirit*.

The Big Idea

CLAN
CAMPBELL



What you drink
tells your story



The Plan

Telling stories

Creating stories

AUTHENTICITY

FRATERNITY

BRAVERY

Offline



Post-it
Stands



In-Store Displays +
Gift Cards



The Clan
Challenges



Online
seeding



Raise your
Stories

Digital Advent
Calendar



Summary of Activations

Raise your Story (Oct)

TikTok creators ask emotional “Raise Your Story” questions to spark awareness and storytelling.

Post-It Wall (Nov)

Public installation where people share short memories; stories reused for in-store visuals.

In-Store Displays & Gift Cards (Dec)

Gift-box stands in supermarkets with witty whisky quotes and prewrapped cards to boost gifting.

The Clan Challenge (Nov–Dec)

TikTok & in-store challenge with hashtag #TheClanChallenge; users post videos and win hampers.

Digital Advent Calendar (Dec–Jan)

12 Instagram story prompts extending engagement beyond Christmas.

Mockups



#ClanChallenges poster

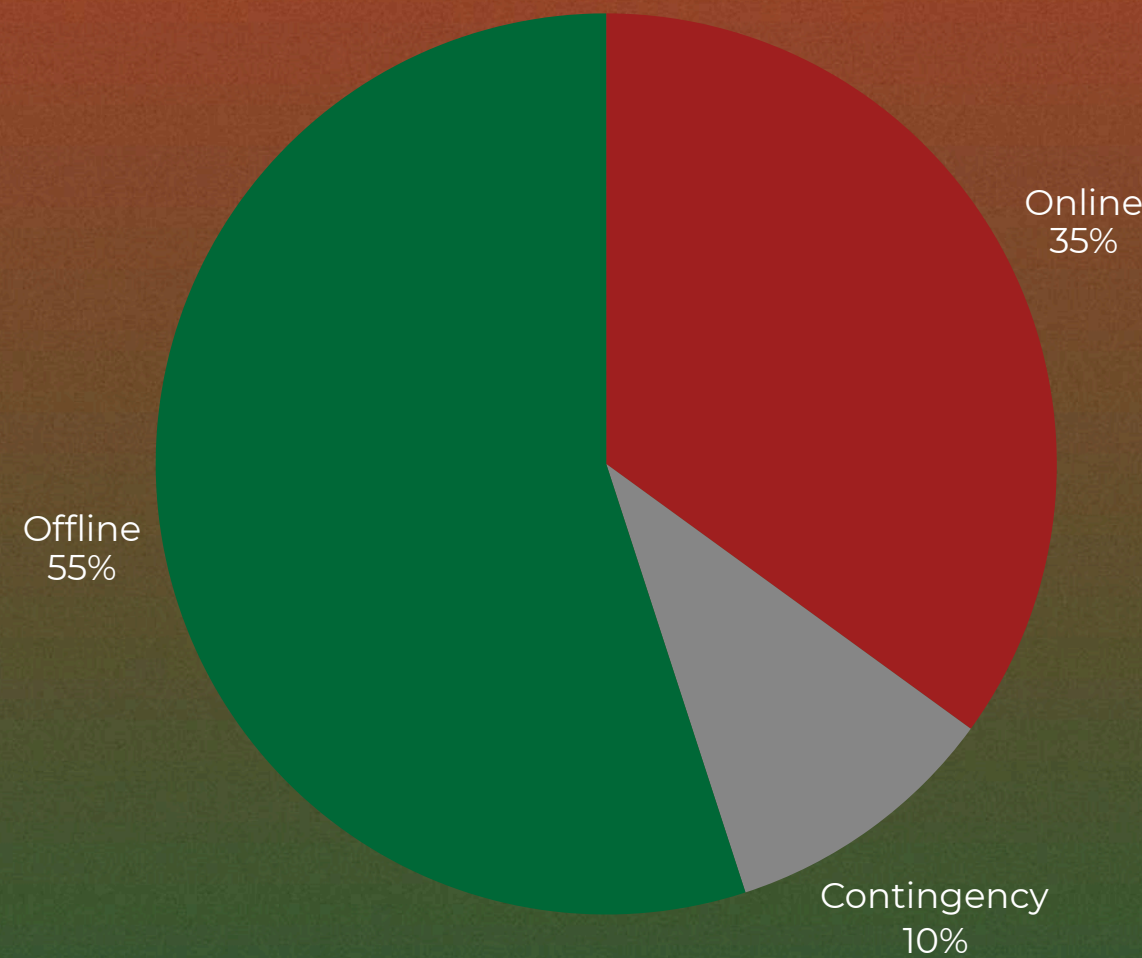


In-store Display



Reward Hamper

Allocation of budget



Offline
€275,000



Online
€175,000



Real-time campaign adjustments
Logistic adjustments
Last-minute media buying

Campaign Conclusion

With **bold in-market actions, social-first storytelling, and a strong local presence**, the campaign leans into the imperfect but valuable moments of the season, positioning Clan Campbell as a companion through them.

It is based on two ideas executed in five phases:

TELLING STORIES



Establish Clan Campbell as a **recognizable** and **trusted whisky** brand in the Italian market

CREATING STORIES



Drive consideration as a **meaningful, giftable, and personal holiday present**



Encourage consumers to embrace the holidays on their own terms, creating a **sense of belonging** to the Clan Campbell community