

CAN CAMPBELL



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

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.

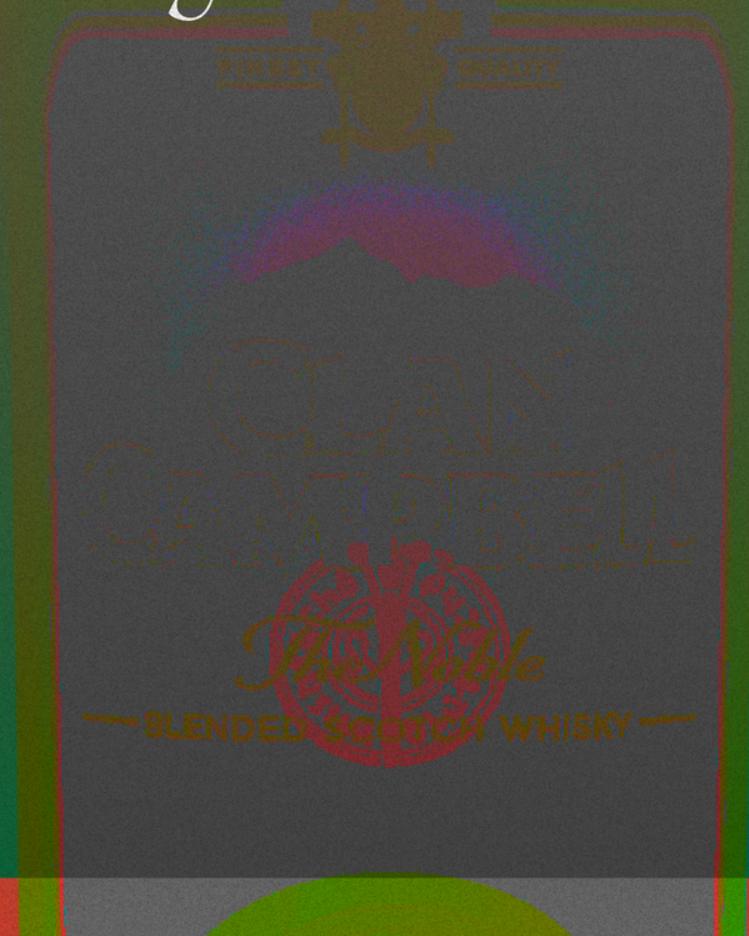
Poetry & Music for You

The Big Idea

CLAN
CAMPBELL



What you drink
tells your story



The Plan

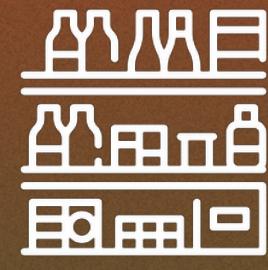
Telling stories

AUTHENTICITY

Offline



**Post-it
Stands**



**In-Store Displays +
Gift Cards**

FRATERNITY

Online
seeding



**Raise your
Stories**

Creating stories

BRAVERY

**The Clan
Challenges**



**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

25% of budget allocated

Variable budget

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

Offline
€275,000

€42,500

Online
€175,000

€52,500

€80,000

Campaign Conclusion

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