

CLAN CAMPBELL

Christmas Campaign



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.

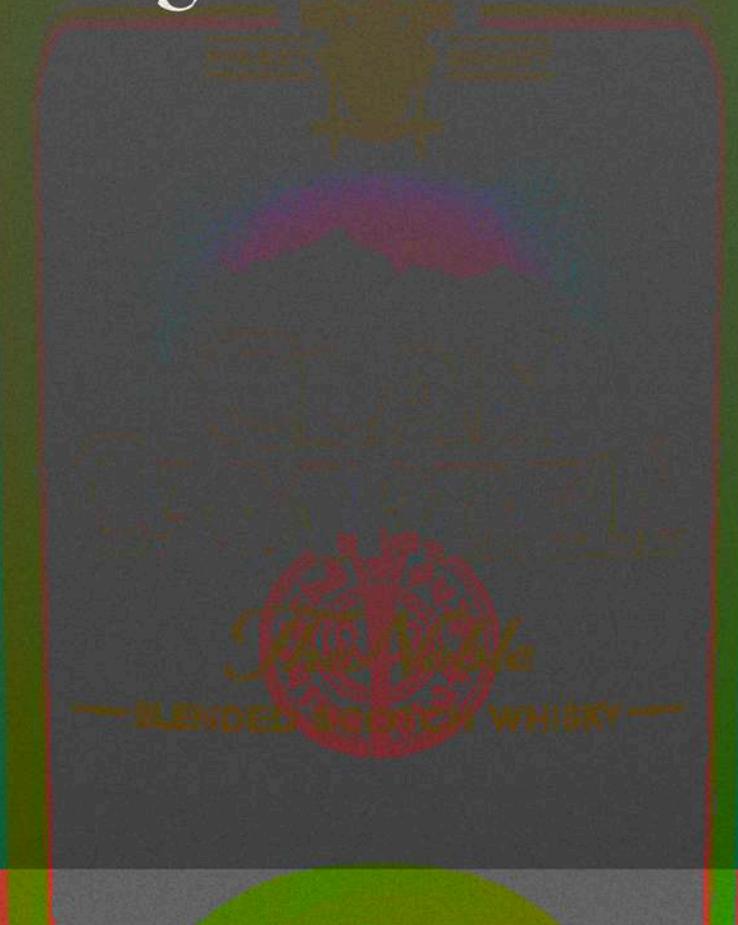
Different stories, same spirit.

The Big Idea

CLAN
CAMPBELL



What you drink
tells your story



The Plan

Telling stories

AUTHENTICITY

Offline



**Post-it
Stands**



**In-Store Displays +
Gift Cards**

Creating stories

BRAVERY

Online
seeding



**Raise your
Stories**

**The Clan
Challenges**



**Digital Advent
Calendar**



FRATERNITY

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



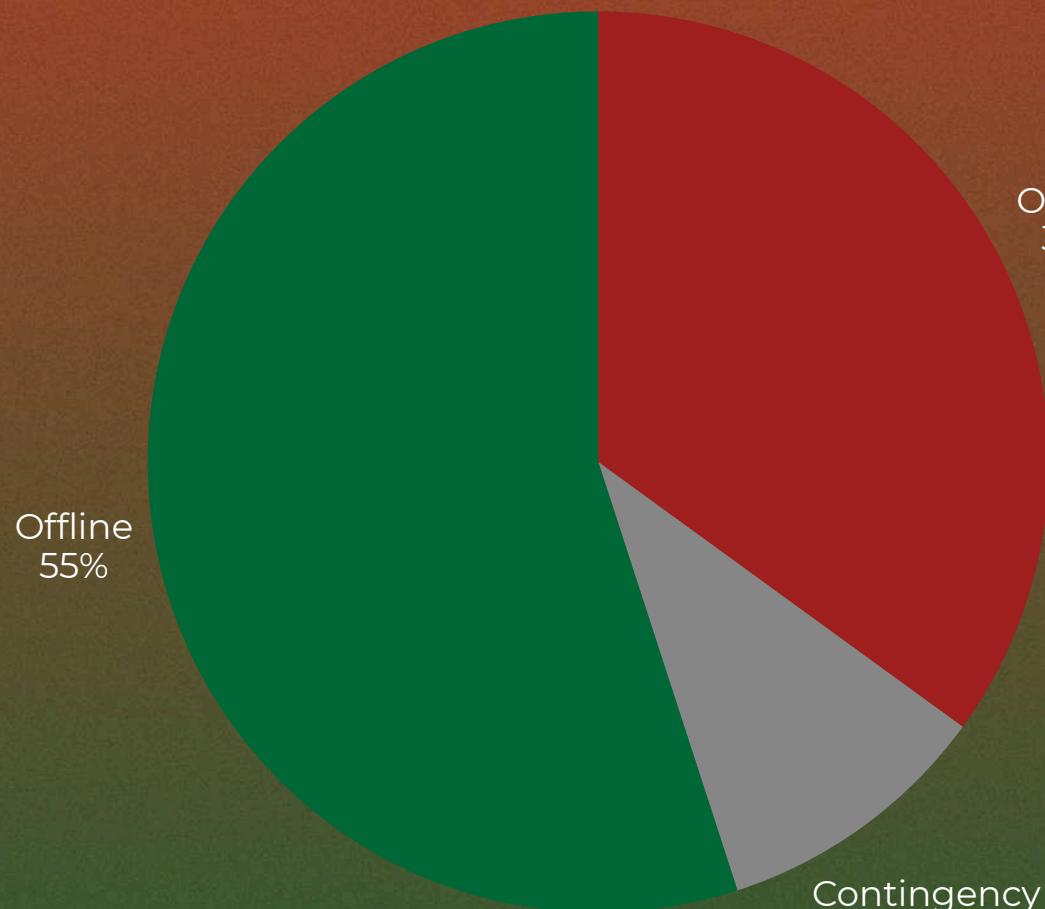
#ClanChallenges poster

In-store Display



Reward Hamper

Allocation of budget



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

Offline
€275,000



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