

The Macallan goes global with new ad campaign

By **Mary Jane Pittilla** on January, 8 2019 | Spirits & Tobacco



The Macallan activation at Dubai International Airport, supporting its new Make The Call brand campaign

The Macallan has launched its first-ever global advertising campaign across TV, cinema and digital channels, underpinning the single malt Scotch whisky brand's luxury credentials.

The campaign centers on a 90-second film, which brings to life Make The Call.

Make The Call aims to describe the philosophy of The Macallan and deliver a powerful statement of encouragement and confidence for those brave enough to spot the risks worth taking and follow them through to success, the company said.

This is exemplified in the brand's history of making significant decisions, from its commitment to

using exceptional oak casks to the creation of a new, innovative, architecturally-designed Distillery and Visitor Experience, it added.

Focusing on key markets including the US, Mexico, Taiwan, China and the UK, the campaign is an emotional visual story, delivered with cinematic beauty combining stunning visual effects and CGI. It is the portrayal of a man yearning to achieve great things, making a bold decision which ultimately leads to a more fulfilling life.

In travel retail, Make the Call made its out-of-home (OOH) advertising debut at Dubai International Airport in December. Throughout the highest passenger traffic month of the year, it was displayed across JC Decaux's high-profile digital signage platform in Terminals 1 and 3.

With over 145 HD screens across three concourses, an estimated 5.1 million passengers saw the campaign.

Suzy Smith, Managing Director, Edrington Global Travel Retail, said: "Travel retail is a strategically important channel for engaging with consumers so it is fitting that our new campaign has made its OOH debut at Dubai Airport – an iconic location in global aviation. We're confident that this campaign has reached a sizeable audience and played a role in convincing the next generation of The Macallan drinkers to 'Make The Call'."

The Macallan appointed leading global creative agency J. Walter Thompson London to create the long-term campaign.

Paul Condron, Global Brand Controller, The Macallan, said: "The launch of our first-ever global advertising campaign marks a new chapter in the history of The Macallan. The Make The Call campaign has been developed with the highest level of quality and craft that is truly fitting for the brand and it will be launching in key markets around the world.

"2018 has already been a momentous year for The Macallan, having opened our world class new Distillery and Visitor Experience in June. We look forward to building on that and to seeing the reaction of audiences around the world to this fantastical tribute to people who make the call to choose a bigger life."

The Make The Call film was directed by Juriaan Booij from RSA Films and shot by John Mathieson, the twice Oscar-nominated cinematographer behind Gladiator and X-Men.

The production has pioneered new techniques from the first use of motion capture in a wind tunnel, to 3D matte paintings created using VR headsets.