

# Edrington lights up a second Diwali-themed The Macallan activations in Asian regions

By **Hibah Noor** on December, 5 2018 | Spirits & Tobacco



The Macallan celebrates Diwali with themed promotions to capture the Indian traveler

Edrington Global Travel Retail (GTR) has lit up Diwali celebrations across a number of key airport hubs

in Asia, Europe and the Middle East with Diwali-themed activations focused on The Macallan. Fuelled by the success of last year's promotions, the three-month 2018 campaign strengthens Edrington's strategic push to drive single-malt recruitment and premiumization among Indian travelers.

The Macallan partnered with Dubai Duty Free to take over high-profile promotional sites and Branded Gondolas in Dubai International Airport's Concourse A, B, C and D stores throughout October and November. The activation featured strong Diwali gifting messaging and cues, through the slogan 'Celebrate Diwali With The Macallan', while the campaign's bold visual identity featured a Peacock -an animal symbol in Hindu mythology and also the symbol used to represent 'Natural Colour' - one of The Macallan's Six Pillars. Premium gift bags and sleeves featuring the campaign imagery and slogan are available with The Macallan Rare Black Cask purchases, supported with multi-lingual brand ambassadors that were on hand throughout the activation.

Dubai Duty Free sales increased by +21% for The Macallan. This compared to last year's Diwali activation, showed a momentum spurred by the new Quest Collection which launched earlier in 2018.

August 2018 saw Dubai International Airport record its busiest ever month, with 8.37 million passengers passing through the hub. India was the airport's top destination country by customer volumes, with more than 1 million passengers, while Mumbai was the top three city destination.

London Heathrow Airport hosted a large tasting bar that was installed throughout the month of October in Terminal 4. Trained brand ambassadors educated travelers on The Macallan Quest Collection, the new travel retail-exclusive range, and led tastings. The introduction of gift bags and pack sleeves for The Macallan Rare Cask Black drove a 10x volume increase in sales of this product versus 2017 -indicating that gifting elements successfully support the overall premiumization focus.





Edrington Global Travel Retail capitalizes on insight-driven approach when it comes to its Diwali-themed activations

Diwali-themed wall bay counters, light boxes and media screens collectively celebrated the event during November and December at Delhi Indira Gandhi International, Mumbai Chhatrapati Shivaji International, Chennai International and Kolkata Netaji Subhas Chandra Bose International airports.

Edrington Managing Director EMEA Travel Retail, Jeremy Speirs, said: “Following the success of The Macallan’s debut Diwali activation last year at Dubai Duty Free and London Heathrow Airport, we’re pleased to have the opportunity to execute the campaign on an even larger scale in 2018, across Europe, the Middle East and Asia.”

Speirs continued, “This year’s Diwali promotions strengthen our long-term strategy to drive premiumization with Indian travelers and engage them through an insight-driven approach, executed at key airports in close partnership with our retail partners. We’ve been delighted by the feedback and results from both locations and are hugely excited at the ongoing potential for this unique initiative as we continue to refine our strategy and recruit Indian consumers.”