

New digital campaign breaks for The Famous Grouse



The digital campaign for The Famous Grouse centers on the Grouse Beacon, a warm light that brings people together

The Famous Grouse has unveiled a new 'Join us by the Fire' campaign to inspire consumers to share, savour and enjoy The Famous Grouse together.

The campaign centers on the Grouse Beacon, a warm light that brings people together and enlightens the "Well deserved moments".

Lewis Bright, Global Senior Brand Manager at The Famous Grouse, said: "The Join Us By The Fire

campaign aims to inspire consumers to celebrate those moments that deserve a Grouse, big and small, with friends, stories and a smile. Capturing the vision of our pioneering founder, Matthew Gloag, to share and savor the best quality blended whisky, the campaign celebrates reconnection and kinship, concepts that are now more relevant than ever around the world.”

The campaign showcases emotive reunions between loved ones set against the rugged backdrop of Scotland’s iconic Grouse country.

Sheltering from the elements in the warm glow of The Famous Grouse lantern, reunited friends are shown reconnecting and enjoying a dram.

The recommended serves to be enjoyed by the fire with friends and family are The Famous Seltzer, The Famous Coffee and The Famous Hot Toddy.

The campaign kicks off during November in several markets around the globe across digital channels.