

The Macallan Concept Number 1 makes surreal statement in Asia



The Asian launch promotion for The Macallan Concept Number 1 Scotch whisky incorporates 3D pop-up displays at branded wall bays in DFS stores and digital screens fitted into HPPs across all four Changi terminals

The Macallan Concept Number 1 Scotch whisky has brought a touch of surrealism to Asia as it continues its rollout in global travel retail.

To support the launch, Edrington Asia Travel Retail has teamed up with DFS Group for an exclusive two-month promotion at Singapore Changi Airport.

The first in an annual, limited-edition series, The Macallan Concept Number 1 was inspired by the whimsical world of surreal art and celebrates the world's visionaries by daring to disrupt the whisky-making process, the company said.

Bringing together imagination and idealism to create a fantastical, sensorial world of whisky where anything is possible, the label and packaging features a surrealistic interpretation of The Macallan's Six Pillars – the spiritual home, small stills, the finest cut, oak casks, natural color and peerless spirit.

Running from January 1 to February 28, the launch promotion incorporated impactful 3D pop-up displays at branded wall bays in DFS stores and digital screens fitted into HPPs across all four Changi terminals.

In addition, a large-scale integrated shopper experience in T4 leveraged augmented reality to invite travelers to take part in an upside-down tasting, tying in with Concept Number 1's theme of 'breaking the norm'.

The whisky's tasting notes appear upside down on a card, but when the customer looks through the device, they appear the right way up.

Visitors can also use an iPad to scan icons to discover the six pillars, inspired by the world of surreal arts, and have their photo taken with graphics from Concept Number 1's bottle and box - including a peacock.

Marcelo Colombo, Managing Director, Edrington Asia Travel Retail, said: "The Macallan Concept Number 1 represents a bold and disruptive step for The Macallan in travel retail, and our ambition was to match this with an equally disruptive launch campaign in Asia.

"We're excited to bring the first release in this new series to life in partnership with DFS and Changi Airport Group, who have supported us with the platform to deliver such a large-scale and category-disrupting launch.

"The Concept series highlights The Macallan's commitment in driving excitement and newness in the global travel retail channel, while creating a unique and engaging brand experience for shoppers."

The Macallan Concept Number 1 is available in selected airports throughout Asia Pacific from February. The recommended selling price is US\$125.