

# The Macallan highlights its ongoing pursuit of excellence with new documentary



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Bringing to life key moments of decision-making in the history of the brand, The Macallan has released a new film. Currently, the documentary is being shown to travelers at key Asian airports via a mixture of still and video advertising.

The short film begins in Spain and travels to the Distillery in Speyside, Scotland. Through this journey, the brand's bold and brave decisions are illustrated, with the most recent being to partner with the globally-acclaimed architects, Rogers, Stirk, Harbour + Partners and invest in an innovative, designed brand home.

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directed by, Juriaan Booij, and filmed on location in three key places where The Macallan story unfolds: Galicia, Northern Spain, the source of oak for The Macallan casks; Jerez, Southern Spain, where the casks are developed & seasoned with Sherry; and at The Macallan Distillery Experience. The short film is narrated by KT Tunstall, Scottish singer-songwriter & musician, and the soundtrack was composed by Ryan Taubert, the Hollywood film composer.

The creative content of the campaign was advertised via a month-long appearance at Dubai International (DXB), JCDecaux's digital network throughout December and is presently being promoted via billboards & digital screens at Hong Kong, Singapore Changi and Macau international

airports.

Suzy Smith, Managing Director – Global Travel Retail, Edrington, says: “[The short film for The Macallan is designed to tell the story of the brand’s ongoing pursuit of excellence and its willingness to make brave decisions. This dovetails perfectly with recent standout initiatives & investments the brand has delivered in global travel retail including The Macallan Boutique program, which has brought The Macallan story to life in Dubai, London and Taiwan and the recent launch of the channel exclusive The Macallan Concept Number 2.]”