



Objectives

- Sample and promote sales of Bowmore Whisky
- Communicate brand values and educate consumers about Bowmore and its heritage
- Target 30-50yr, urban, image conscious, discerning, AB professionals males

Activity

- Prime location site at Gordon Ramsay Presents Taste of Christmas, December 2008
- Hand picked staff chosen for their experience with alcohol brands
- 25,000 visitors attended the show

Results

- Over 15,000 samples distributed
- Over 200 sales including Premium 18yo bottles of whisky with a retail value of £56.49
- Highly trained staff relayed the Bowmore message to enthusiastic consumers with great success

