

Ever Rich mixes music and whisky in Asia-first launch for The Macallan Concept Number 2



The Macallan Concept Number 2 was available exclusively at Ever Rich Duty Free stores in Taiwan Taoyuan International Airport from January 1 to February 1

Edrington Asia Travel Retail has partnered with Ever Rich Duty Free in a month-long Asia-exclusive launch for The Macallan Concept Number 2 – the latest edition in The Macallan’s travel retail exclusive Concept Series.

The Macallan Concept Number 2 is the second release in the Concept Series – a collection that fuses The Macallan’s whisky making with innovative art, music and culture.

Created exclusively for global travel retail, Concept Number 2 brings together music and whisky – two of the passions of The Macallan whisky maker Steven Bremner, who is also an avid house music DJ.

The exclusive launch period, between January 1 and February 1, saw The Macallan Concept Number 2 available exclusively at Ever Rich Duty Free stores in Taiwan Taoyuan International Airport.

A 360-degree campaign, bringing to life Concept Number 2’s house music story, supported the launch and will continue through to the end of March.

The launch campaign encompasses in-store activations, digital exposure and key opinion leader

engagement through both The Macallan's local and Ever Rich's social platforms, to target travelers before and during their arrival at Taoyuan Airport.

Once at the airport, travelers are invited into the world of Concept Number 2 via its eye-catching visual identity featured prominently in HPPs, outposts and digital advertising across Terminal 1 and 2.

Live DJ shows took place in January and February, during which a DJ entertained travelers with a 30-minute house music set while they sampled The Macallan Concept Number 2. Travelers were then invited to mix their own 30-second house music track which could be listened to and downloaded via a QR code.

The interactive track-mixing activity is being replicated across other activation sites across Taoyuan Airport, helping to create a buzz.

Travelers are encouraged to continue to engage with the whisky outside the airport by tuning into a Spotify playlist of house music, specially curated by The Macallan Concept Number 2 whisky maker Steven Bremner. To drive further awareness of The Macallan Concept Number 2, the brand is collaborating with three well-known Taiwanese DJs to promote the connections between whisky making and music making on their social channels.

Following the successful Taiwan launch, The Macallan Concept Number 2 is now rolling out to other key airports in Asia travel retail, supported by similar interactive promotions and digital activity on retailers' platforms.

Suzy Smith, Edrington Global Travel Retail Managing Director, said: "The launch of The Macallan Concept series has been another disruptive step for the brand in travel retail and we wanted to build on this momentum with a standout launch campaign for Concept Number 2 in Taiwan. The 360-degree campaign, supported by our esteemed partner Ever Rich, effectively communicates the whisky's links to house music through consumer engagement and retail theatre - delivering a truly engaging and refreshing brand experience."

An Ever Rich Duty Free spokesperson said: "Following the re-launch of The Macallan Boutique at Taoyuan Airport in November 2019, the exclusive Asia-first launch of The Macallan Concept Number 2 is the next strategic step in Ever Rich Duty Free and The Macallan's long-standing partnership. The interactive launch campaign highlights our joint ongoing commitment to offer fresh, engaging and exciting brand experiences that delight shoppers."