

The Macallan Concept No.3 launched with digital activation

The Macallan has just announced the unveiling of its digital activation supporting the launch of Concept No.3, which is the final release in the travel retail exclusive Concept Series.

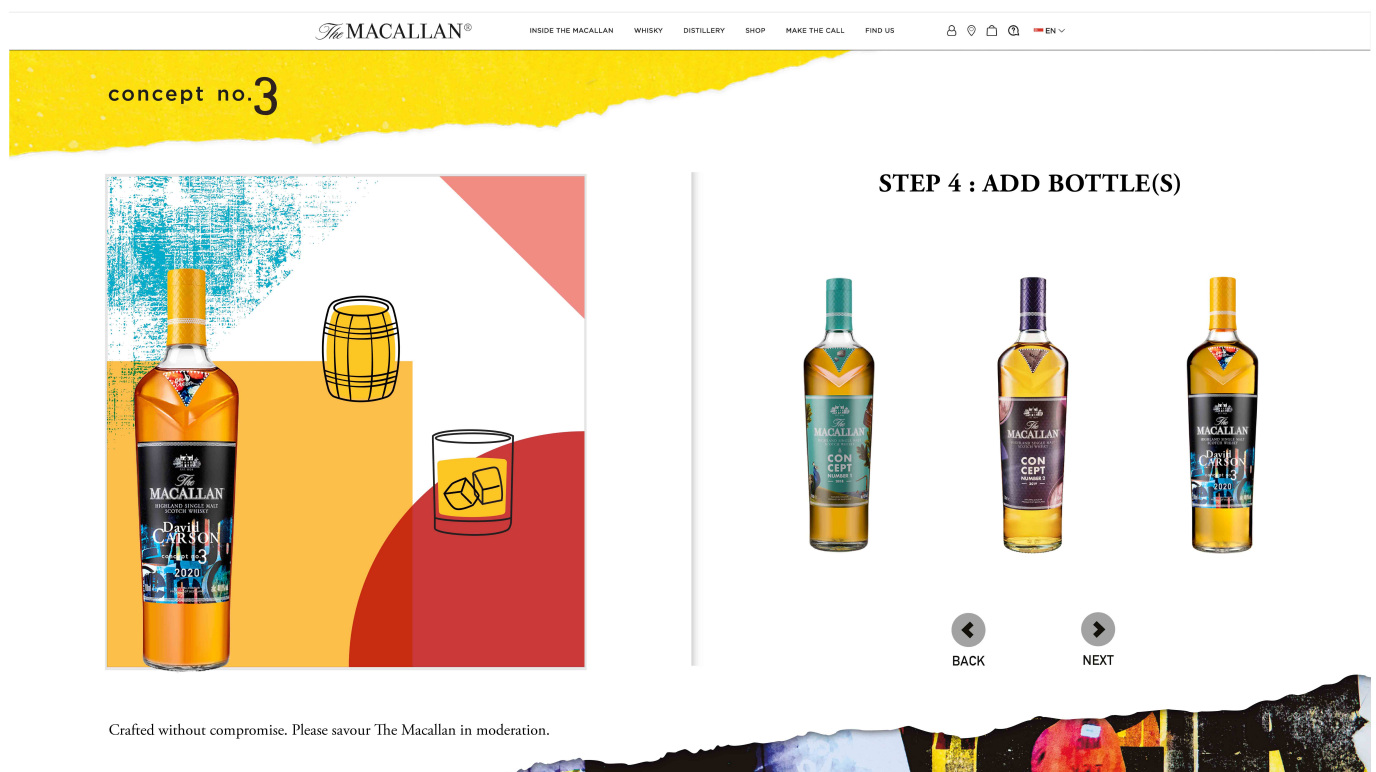
The virtual experience, called a “3D Linear Gallery” is inspired by Concept No.3’s “vibrant creative expression in physical retail spaces.”

As they make their way through the Linear Gallery, consumers will discover David Carson’s inspiration and motivation for working with The Macallan.

They will be able to dive deeper into the three core pillars of Concept No.3 – Place, Mastery and Taste – via short videos relating to the stories about The Macallan Estate, the collaboration with David Carson and influences for creating the exceptional whisky.

Create your own

As they progress, visitors are invited to try out the “Create Your Own” app, which allows consumers to create bespoke artwork with graphic elements inspired by the work of David Carson.



Users can experiment with colours, textures, shapes, icons and bottles before signing their creations and sharing them on social media or on the specially designed virtual gallery wall. The virtual gallery wall will house all artwork created via the app

The virtual walk-through then brings the consumer to Whisky Maker Polly Logan, and offers the opportunity to purchase a bottle of Concept No.3 via click & collect.

Edrington Regional Managing Director Global Travel Retail Jeremy Speirs said: “The digital activation

is a highly relevant and engaging way to connect consumers with the Concept No.3. universe in the wake of COVID-19 when many are still unable to travel. By pushing the boundaries of digital engagement, we are building awareness and excitement for when travellers return to duty free stores and continuing to recruit consumers into The Macallan through standout activations, both online and offline.”