

# Successful airport activations drive double-digit sales growth for The Macallan in Americas



Travelers at Los Angeles Tom Bradley International Terminal had the opportunity to taste The Macallan's Highland Single Malt Scotch whiskeys as well as the Concept Number 1



Edrington Americas Travel Retail promoted The Macallan Concept Number 1 at John F. Kennedy Airport with an animated 20-second video shown on a large screen and digital advertising across the terminal

Edrington Americas Travel Retail's successful activations of The Macallan's Concept Number 1 in America airports this year have led to double-digit sales growth across The Macallan portfolio.

The retailer which owns The Macallan whisky brand said 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 whisky is the first in an annual limited editions series.

#### The Macallan Concept Number 1 airport activations

To promote the brand, Edrington had featured Concept Number 1 in a month-long activation at John F. Kennedy Airport's (JFK) Terminal 8. The whisky was publicised through digital advertising across the terminal, strategically targeting the 300,000 international travellers passing through it in January. As part of the activation, the brand had a large screen showing a 20-second video of animated surreal art graphics that feature on Concept Number 1's packaging. There was also static advertising behind the cash tills in the duty-free stores. Edrington said that as a result, sales of The Macallan at JFK Terminal 8 in January increased by 37% as compared to the previous year.

Besides JFK Airport, Concept Number 1 also had a two-month long activation at Los Angeles Tom Bradley International Terminal from January to February this year. At the airport, travellers had the opportunity to taste Concept Number 1 at DFS stores and they were exposed to high-visibility digital advertising. Edrington estimates that 635,000 international passengers have seen the animation and accompanying advertising. In January alone, sales of The Macallan rose by 34% as compared to the 2

previous year.

In February, Edrington launched a Concept Number 1 pop-up space at JFK Airport's Terminal 1. The retailer promoted the single malt in a 45 square meter boutique in where travellers were able to taste some of The Macallan's other travel retail-exclusive products, including the popular Quest Collection, as well as Concept Number 1. Promoters encouraged visitors to engage with and learn about the brand through augmented reality.

Edrington Americas Travel Retail Managing Director, Juan Gentile, said: "JFK and Los Angeles represent two key airport locations in North America with significant international passenger traffic, offering the ideal showcase for Concept Number 1."

"Judging by the impressive results produced through January and February, we are confident that this is just the start of the success story for The Macallan Concept series in the Americas."