



Ballantine's
AGED **12** YEARS
by LEE BROOM

BALLANTINE'S 12 YEAR OLD BY LEE BROOM

2012 TOOLKIT

“ Lee Broom is to design
what Marc Jacobs or Tom Ford are to fashion ”

The Guardian / September 2011

INTRODUCTION

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Ballantine's 12 Year Old is pleased to introduce **the Ballantine's 12 Serving Ritual** designed by British designer Lee Broom. The Serving Ritual mixes traditional and contemporary style offering a new and creative way in which to enjoy Ballantine's 12 Year Old.

The following document introduces the story behind the Ballantine's 12 Year Old and Lee Broom Partnership and will give you all the tools you need in order to promote this Serving Ritual in your market.

All materials included in these guidelines have been approved by Lee Broom. It is important to ensure that no work with Lee Broom's image, logo or name is produced without prior authorisation.

Please contact your global Ballantine's 12 team if you have any questions.

We wish you every success in implementing this partnership in your market.

With best wishes,

Penny and Blanca



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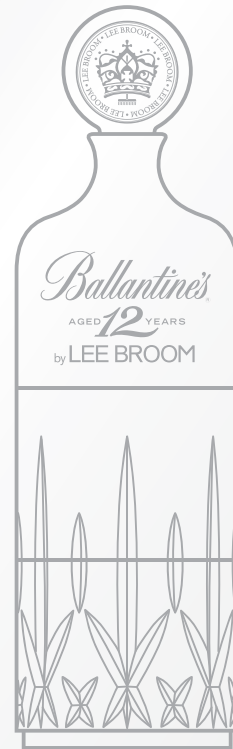
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01

THE PARTNERSHIP

THE PARTNERSHIP WHY BALLANTINE'S 12 YEAR OLD CHOSE LEE BROOM



Ballantine's 12 Year Old is proud to partner with up and coming artists to bring the brand's creative idea of "Leaving an Impression by Taking you Beyond" to life.

Lee Broom is a visionary young British designer who perfectly embodies the Ballantine's 12 Year Old concept of Beyond. From theatre to fashion and furniture designs, he is a multi-talented artist with a natural eye for design. Lee Broom is one of the most interesting designers to watch in the future.

Lee Broom represents the contemporary attitude of Ballantine's 12 Year Old, pushing design concepts as far as they can go by subtly taking traditional cues and giving them a modern twist.

Lee Broom epitomizes the Ballantine's 12 Year Old target audience, he is a young contemporary visionary who leaves an impression through his unique work, personable nature and fashionable style. He has also designed many premium and well known bars and restaurants across the UK making him the perfect partner for Ballantine's 12 Year Old.



02
LEE BROOM

“The 13th most influential person in the bar and drink industry”.

Theme Magazine's Top 100 for 2009

- Elected Designer of the Year at the ELLE Decoration British Design Awards 2011
- Worked alongside Vivienne Westwood, iconic British fashion designer and businesswoman
- Studied Women's Fashion Design at Central Saint Martins University in London, one of the world's leading art and design institutions
- Won two 2010 ELLE Decoration British Design Awards for “Best Product” and “Best Interior”
- Won the Studio East Product Design Award in 2010. The awards were judged by a panel including Tom Dixon, world renowned English furniture designer, and artist Tracey Emin, part of the cutting-edge YBA (Young British Artists) group
- Designed 40 of the corporate boxes at Wembley and Emirates Stadiums in London, the largest football stadiums in England
- Designed Russian businessman Roman Abramovich's private box at Chelsea Football Stadium in London. (Abramovich is the owner of Chelsea Football Club)



LEE BROOM BIOGRAPHY

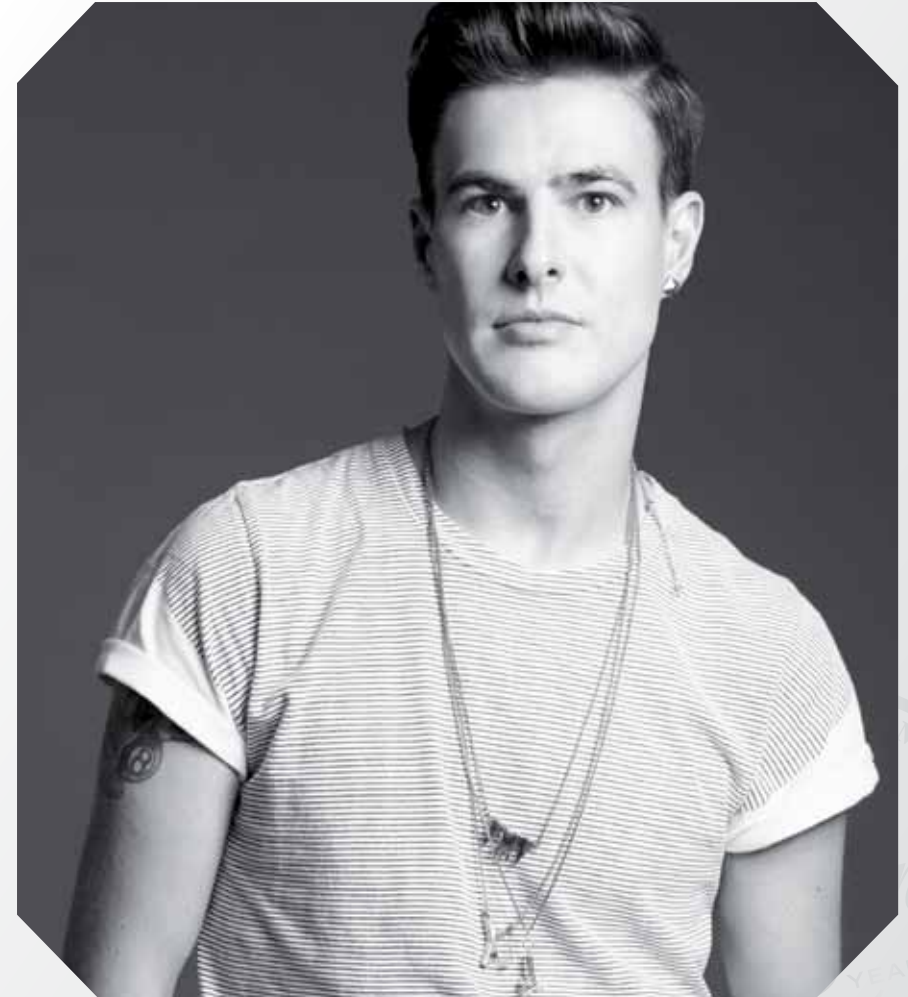
Who is Lee Broom?

One of the UK's leading interior and product designers, Lee Broom was born in Birmingham in 1975. Enrolled in theatre school for most of his early years, his life took another turn when, at the age of 17, he won a fashion design competition organized by The Clothes Show, the UK's largest fashion event. The prize included spending several days with Vivienne Westwood. After this experience, Lee Broom left the theatre behind to study women's fashion at London's Central Saint Martins University. Graduating with a First for his final collection, Lee intended to start a fashion label but was waylaid when asked to come up with interior ideas for Nylon, the legendary London bar. Lee Broom has never looked back.

Lee's theatrical background can clearly be seen in his passion for turning materials, form and colour into successful, high profile interior design projects and product designs. Working with traditional manufacturers in the UK, Lee Broom launched his own furniture collection three years ago.

Sold globally, Lee's designs have been exhibited at such exclusive events as the Milan furniture Fair (kitchen and bathroom designs for Boffi) and at CAA in London (Contemporary Applied Arts, one of the UK's premiere exhibition, retail and event spaces for contemporary crafts), and featured in publications such as Wallpaper*, Elle Decoration and The Sunday Times Style. He has won over 17 awards to date.

Attracted to the possibilities offered by interior designing in the public domain, Lee Broom describes his attitude as "a desire to be more creative with furniture than is normally possible, for instance, in the bar industry". To that end, he has designed over 40 bar and restaurant interiors across the UK. Fans of Lee Broom's work include multi-talented American Kanye West and British fashion designer Matthew Williamson.



LEE BROOM SOME QUOTES

“ Creative light LEE BROOM is an inspiring pin-up
for british manufacturing ”

The Times, Sep 2009

“ Young designer Lee Broom is to furniture what Marc Jacobs or Tom Ford are to fashion ”

The guardian, Sep 2011

“ A fantastic and extravagant move toward classic lines with something edgy ”

The New York Times, Sep 2008

“ One designer on everyone’s lips is lighting doyen Lee Broom ”

Financial Times, July 2010

“ Broom may be seen as the next Tom Dixon, a designer who taps into what’s popular ”

The Times, September 2010

“ I like to see a new angle on our business - Lee Broom brings his entrepreneurial skill and theatrical perspective from fashion and slams it straight into the design business which is what gives him his own unique vision ”

Tom Dixon– British Designer, July 2010

“ The return of cool ”

Sunday Times Style, February 2010

“ Dazzling ”

The World of Interiors, Feb 2008

“ Best in Show ”

The Observer Magazine, Sep 2008



LEE BROOM HIS CREATIVE TERRITORY

TWISTED DESIGN



TRADITION MEETS MODERN



ACCLAIMED CRAFTSMANSHIP



BOLD AND FRESH CREATIVITY



LEE BROOM

HIS MAIN COLLECTIONS: HERITAGE WITH A FRESH AND CREATIVE TWIST!



NEON NEON

Neon light outlines silhouettes of classic, decorative furniture. The collection that made Lee Broom famous



HERITAGE BOY (table, cabinet, lighting)

Contemporary pieces of furniture made with traditional British manufacturing techniques. This range is a real tribute to UK manufacturing heritage



“OLO”, ONE LIGHT ONLY

This light collection is a tribute to Art Deco jewelry and fashion photography from the late 1970's



DECANTER LIGHTS

A new way of looking at crystal decanters, sourced from antique markets and vintage shops. Each handcrafted light is unique. This range is Lee Broom's main inspiration for the Ballantine's 12 Serving Ritual



ARCHITRAVE

Offbeat range with classic shapes of architrave corning and moldings. A mix of Lee Broom's two areas of expertise: design and architecture



SALON

Furniture collection inspired by the curvaceous lines of 1930s upholstered pieces. Lee Broom's most recent collection

LEE BROOM UK VENUES DESIGNED BY LEE BROOM



COQUINE (restaurant in London)

A colour scheme of petrol blue, black and polished gold gives the space a sumptuous members-only club feel



NIGHTJAR (bar in London)

Hidden away on the outskirts of Shoreditch, the Nightjar is discreet but not exclusive



VALMONT CLUB (nightclub in London)

A sharp, chic yet sumptuous interior. Hailed by GQ magazine as one of the '100 best things in the world'



MOJAMA GLASGOW (bar in Glasgow)

Vintage meets the future, this almost entirely red bar is a staple of Scotland's nightlife



10 FEET TALL (café bar & music space in Cardiff)

A three story independent café, bar and live music space club feel



LOST SOCIETY

(bar, library and music space in London)

Flamboyant and theatrical, Lost Society is the recipient of many awards, including Time Out magazine's Best Bar 2006 award members-only club feel



03

THE SERVING RITUAL

MIRROR

CARVED WOOD



CHISELLING



SILVER



DECANTER



MASCULINE JEWEL



THE SERVING RITUAL RITUAL DESIGN INTRODUCTION, A FEW WORDS FROM LEE BROOM



“I have often played with tradition in my work.

I find the idea of taking something from the past as the beginnings of a concept interesting and challenging.

When I was asked by Ballantine's 12 Year Old to partner with them on this exciting collaboration, I jumped at the chance. Ballantine's has a great history and I love the mix of combining authentic heritage with contemporary design.

The decanter has long been a fascination of mine. The ritual of decanting whisky and then putting it on show appeals to me. It also interested me how redundant decanters are now – I thought that there must be a way of updating the use of the decanter whilst maintaining its aesthetic appeal. My other fascination was the ways in which we drink Ballantine's 12 Year Old whisky. There is something almost theatrical in the way it is poured, mixed, prepared – the lengths we go to in order to capture the aroma.

These were all good reasons for me to create a decanter that split into three sections to hold whisky, water and ice, or a cocktail combination. It's a Ballantine's 12 Year Old Serving Ritual that takes you beyond your usual expectations of a decanter. It is useful but also a piece of great beauty”.

Lee Broom



THE SERVING RITUAL THE MANUFACTURING STORY

To enhance the whisky tasting experience, the decanter is made of crystal. Hand cut and finished, the pieces are made in Northern Italy by a crystal glassworks company in Colle Di Val d'Elsa. Internationally known for its innovation and expertise, the workshop specializes in luxurious contemporary art and design pieces and has won many prestigious awards in its field. The Ballantine's 12 Year Old Serving Ritual designed by Lee Broom is a true example of this craftsmanship.

Talented crystal artists create the overall shape after which the branding is applied using the latest state-of-the-art silkscreen printing techniques.

The tray is made of pure aluminium with a mirror finish and has been specially designed to fit the three sections of the decanter.

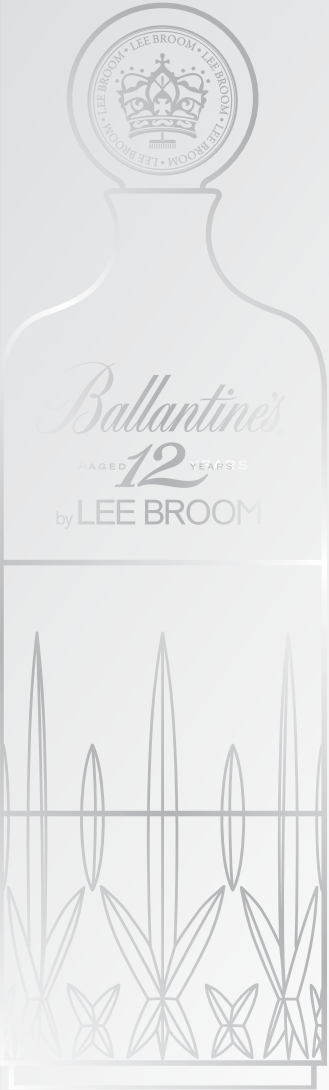
The blue and hot foil silver gift case subtly reveals the bottle, decanter and tray; showcasing the whole Ballantine's 12 Year Old Serving Ritual beautifully.



04

PARTNERSHIP DESIGN GUIDELINES

PARTNERSHIP DESIGN GUIDELINES PARTNERSHIP CREATIVE BRANDING TERRITORY



Berthold Akzidenz Grotesk Medium Condensed
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789.,:;!?'()''"

Berthold Akzidenz Grotesk Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789.,:;!?'()''"



PARTNERSHIP DESIGN GUIDELINES

PARTNERSHIP SEAL AND LOGOTYPE

Seal and logotype

The two key graphic elements of the partnership are the seal and the logotype. They can be reproduced in blue, silver, grey or white (see next page: partnership colours) only.

Seal

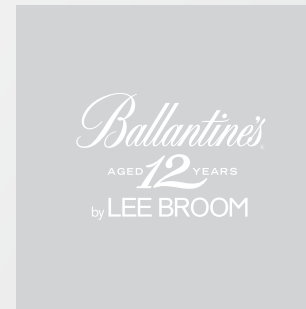


Logotype



Please do not:

- Modify, redesign or deform the seal or logotype in any way
- Change the colour, add shaded tones or gradation to these elements



Please do not:



PARTNERSHIP DESIGN GUIDELINES

PARTNERSHIP COLOURS

The partnership colours are a mix of Ballantine's 12 Year Old and Lee Broom themes.

The main colours are the following:

Blue : Pantone® 289 or Kurz Luxor® 302

Silver : Pantone® 877

Grey : Pantone® Cool Gray 11, 9, 7 and 3

This colour palette must be applied to all communication materials.

To enable the best rendering, please refer to Pantone® references.



Pantone®
289 C

C100 / M65 / Y0 / K60

R0 / G51 / B102



Kurz
Luxor® 302



Pantone®
289 C at 70%

C70 / M44 / Y0 / K40

R58 / G88 / B130



Pantone®
877 C



Pantone®
Cool Gray 11 C

C0 / M0 / Y0 / K70

R102 / G102 / B102



Pantone®
Cool Gray 9 C

C0 / M0 / Y0 / K50

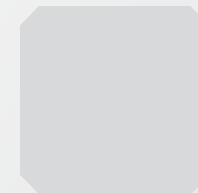
R153 / G153 / B153



Pantone®
Cool Gray 7 C

C0 / M0 / Y0 / K35

R187 / G187 / B187



Pantone®
Cool Gray 3 C

C0 / M0 / Y0 / K15

R220 / G220 / B220



PARTNERSHIP DESIGN GUIDELINES

PARTNERSHIP FONTS

The Berthold Akzidenz Grotesk has been selected. It gives a contemporary look and feel to all partnership creative tools.

Use the Medium Condensed version for titles or taglines. Use the Regular version for the body of the text.

Texts can be written in blue and grey.

The Berthold Akzidenz Grotesk is the preferred font, if this font is not available, please use Arial.

Berthold Akzidenz Grotesk Medium Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Berthold Akzidenz Grotesk Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,:;!?'()''"

Berthold Akzidenz Grotesk Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,:;!?'()''"

Berthold Akzidenz Grotesk Bold

abcdefghijklmnopqrstuvwxyz
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0123456789.,:;!?'()''"

Arial Regular

abcdefghijklmnopqrstuvwxyz
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05

PHOTOGRAPHY AND VIDEOS

PHOTOGRAPHY AND VIDEOS

We have created some beautiful atmospheric photographs alongside some simpler photographs that can be used for PR purposes. These photographs can be found in the assets section of the toolkit.

Please find in the same section a video about the partnership in a short format (1'52"), mainly dedicated to E-PR purposes and a long format (2'33") for other purposes.

You will find also in the assets section a transcribed interview with Lee Broom.



06

PARTNERSHIP TEMPLATES

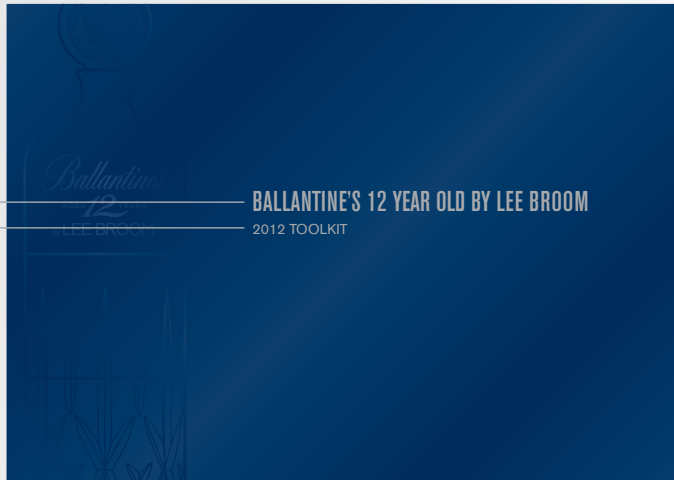
PARTNERSHIP TEMPLATES

POWERPOINT TEMPLATE

Presentation title slide

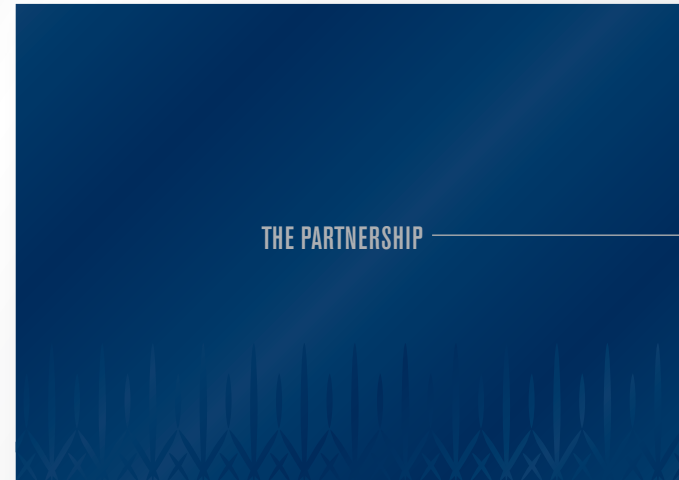
Berthold Akzidenz
Grotesk Medium
Condensed
40 pts

Berthold Akzidenz
Grotesk Regular
20 pts



The chapter title slide

Berthold Akzidenz
Grotesk Medium
Condensed
38 pts



We have developed this PowerPoint template to help you with your internal presentations.

When you can, please use the Berthold Akzidenz Grotesk. If this is not available, please use Arial.

The content slide

Berthold Akzidenz
Grotesk Medium
Condensed
26 pts

Berthold Akzidenz
Grotesk Regular
12 pts



PARTNERSHIP TEMPLATES

ADVERTORIAL

This is an advertorial template for you to communicate the Serving Ritual in your markets.

BALLANTINE'S 12 YEAR OLD LAUNCHES A PARTNERSHIP WITH LEE BROOM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In bibendum risus nec ante congue gravida. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean a vehicula nulla. Quisque erat ante, viverra vel viverra a, porta vitae ante. Nulla facilisi. Nullam semper augue et nisi congue in ornare sem commodo. Vestibulum auctor tincidunt sapien, at ultricies magna pretium a. Sed a velit non orci convallis pretium. Phasellus sagittis varius sagittis.

PHASELLUS LUCTUS

Ante in auctor mollis, eros neque egestas nibh, eget ullamcorper lorem ligula et quam. Praesent ornare mi quis dolor gravida feugiat. Proin vel orci tortor. Morbi purus ligula, ornare feugiat pellentesque non, ornare in nibh. Nullam rhoncus mauris imperdiet ipsum gravida tempor. Vivamus ultricies tincidunt justo, scelerisque accumsan nisi laoreet at. Nulla id felis vitae velit volutpat interdum eget ut ipsum. Sed ut purus nunc, non lacinia risus. Phasellus risus nunc, posuere ac volutpat non, viverra adipiscing mauris. Morbi cursus sollicitudin erat, at commodo urna fringilla eu.



"Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas."

LEE BROOM

Ballantine's
LEAVE AN IMPRESSION



DONEC UT ACCUMSAN

Pelletesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus vitae velit non dolor vulputate vestibulum. Etiam fermentum risus sed magna faucibus eget mollis lectus facilisis. Integer sem odio, porta vitae venenatis et, aliquet ac dolor. Phasellus nec vestibulum magna. Donec ut accumsan nulla. Suspendisse cursus dignissim ipsum et lobortis. Morbi dapibus congue est, non vulputate nisl accumsan sed. Praesent urna mauris, rhoncus sit amet malesuada sed, vehicula sed elit. Etiam posuere tortor turpis, eget mattis tellus. Aliquam pellentesque, libero et varius vulputate, enim ante laoreet nisi, sed ornare mauris tortor tempus dolor. Duis dictum venenatis ante sed ornare. Suspendisse auctor adipiscing lobortis. dignissim vitae, iaculis in mi.



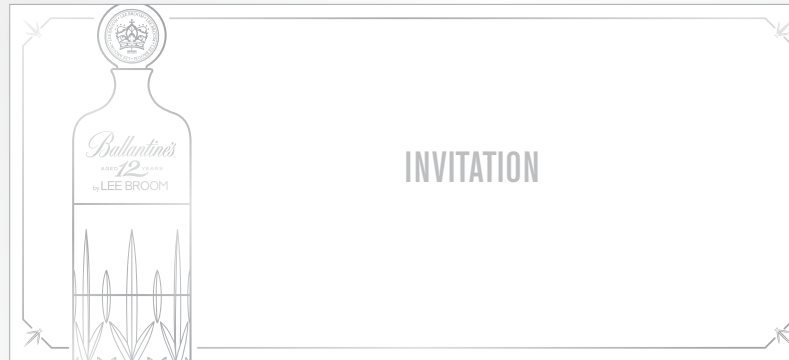
PARTNERSHIP TEMPLATES

PRINTED INVITATION

Please use this invitation for any event when you are showcasing the Serving Ritual.

Recommended printing techniques and materials:

- Silver must be hot foiled (versus Pantone)
- Very white and matt paper with soft touch effects



PARTNERSHIP TEMPLATES GIFT BAG

This gift bag has been developed for guests who will be attending the launch party or other events to promote the Ballantine's 12 Year Old Serving Ritual designed by Lee Broom.

There are 2 types of bags:

- A transparent plastic bag with transparent handles and the partnership seal
- A plaited fabric bag with plaited fabric handles with the pattern of the decanter and partnership seal



PARTNERSHIP TEMPLATES

RITUAL INSTRUCTIONS LEAFLET

The leaflet is a small summary that provides all the important information about Ballantine's 12 Year Old and Lee Broom, the decanter ritual itself, and one of the serving suggestions.

Printing details:

- Kurz Luxor 302 for the frame, cover and back cover (the outline of the decanter and chiselling will be in matching tones)
- Hot foiled silver for the seal



PARTNERSHIP TEMPLATES

KEY VISUAL

We have created a key visual to highlight the most important elements of the Ballantine's 12 Year Old Serving Ritual designed by Lee Broom.

This is available to use for any trade advertising, events, POS or promotional material created locally, to showcase the Ballantine's 12 Year Old Serving Ritual in a stylish and premium way.



07 MERCHANDISING

MERCHANDISING

INTRODUCTION PRODUCTION DETAILS

Inspired by Lee Broom's creative territories, we have developed a full range of merchandising ideas dedicated to on trade, off trade and special events. They will help you highlight and promote the Ballantine's 12 Year Old Service Ritual in creative and premium ways.

The merchandising units are inspired by Lee Broom and developed using his style of mixing traditional materials (wood) with modern materials (mirror).

Depending on the budget available the materials can be produced in a premium or simple version.
The premium version uses the real materials and the simple version uses vinyls that look like the real materials.
When producing the merchandising units, please use only the premium version or the simple one but do not mix both.



Premium version:
Mirror

Simple version:
Adhesive plastic mirror
Glossy white opaque vinyl
cut text



Simple version:
Glossy white opaque vinyls
cut text



Premium version:
Stained pinewood
(see photo sample)
Matt finish RAL: XXX

Simple version:
High resolution
Matt printed vinyl



Metal plinth



MERCHANDISING DISPLAYING THE SERVING RITUAL IN OFF TRADE OUTLETS

When developing bespoke merchandising tools for off trade venues is not possible, please use the Serving Ritual's gift case to act as a glorifier on the venue counter.

Recommended Dimensions

Width 49cm, Depth 45,2cm, Height 57,4cm



MERCHANDISING

DISPLAYING THE SERVING RITUAL IN OFF TRADE OUTLETS



MERCHANDISING ON AND OFF TRADE

OFF TRADE GLORIFIER AND TASTING TABLE

We have developed a glorifier and tasting table to help you showcase the ritual in store.

Both of these can be developed in a premium or simple version.

Recommended Materials

Premium version

- Machine painted MDF
- Mirror with white silkscreen printed elements

Simple version

- Vinyls
- Logotype white adhesive mirror strips

Recommended Dimensions

Glorifier: Width 44cm, Depth 54cm, Height 120cm

Tasting table: Width 54cm, depth 44cm, height 95cm

All technical plans and artworks can be downloaded directly from this page.
Ready to print artwork can be found in the assets section and is also available to be downloaded directly from this page.



MERCHANDISING ON AND OFF TRADE

OFF TRADE
GLORIFIER AND TASTING TABLE



MERCHANDISING ON AND OFF TRADE

OFF TRADE WINDOW DISPLAY

You can also choose to display the Serving Ritual in a shop window.

This window is made up from glorifiers that can be developed in the premium version using the real materials or the simple version using vinyls. To add more drama to the display you can frame the window using vinyl stickers of the partnership seal, the wooden frame and the decanter lights.

All technical plans and details can be downloaded directly from this page. Ready to print artwork can be found in the assets section and is also available to be downloaded directly from this page.



MERCHANDISING ON AND OFF TRADE

OFF TRADE WINDOW DISPLAY



MERCHANDISING ON AND OFF TRADE

ON TRADE COUNTER GLORIFIER

The glorifier can be placed on the bar counter in order to showcase the Ballantine's 12 Serving Ritual.

A branded mirror façade with a lit-up wooden frame and mirrored base will enhance the Ballantine's 12 Year Old bottle and the Serving Ritual with which to enjoy it.

Recommended Materials

- Base: plastic mirror with text and logotype in white transfer
- Base top: plastic mirror under the bottle location and LED lighting system / wooden frame
- Back mirror: wooden frame including LED strips with white transfer logotype

All technical plans and details can be downloaded directly from this page.



MERCHANDISING ON AND OFF TRADE

ON TRADE COUNTER GLORIFIER



08

LAUNCH PARTY AND EVENTS

MERCHANDISING ON AND OFF TRADE

EVENT LOCAL LAUNCH ADAPTATION

If you want to launch the Ballantine's 12 Serving Ritual in your market, here are some ideas of how you can dress a bar or venue.

The principle is the same, you can use premium or simple materials.

For furniture please use pieces of furniture taken from traditional pubs or bistros.

All technical plans and details can be downloaded directly from this page. Ready to print artwork can be found in the assets section and is also available to be downloaded directly from this page.



MERCHANDISING ON AND OFF TRADE

EVENT
LOCAL LAUNCH ADAPTATION



MERCHANDISING ON AND OFF TRADE

EVENT HOST/HOUSTESS UNIFORMS LOOK AND FEEL

The host and hostess uniforms need to evoke the spirit of the Ballantine's 12 Year Old and Lee Broom partnership, pairing chic items with interesting details and a creative twist. Think UK bold, creative style.

Mix different patterns, off-beat, chic designs (e.g. a jacket with shorts), and fresh, modern cuts with interesting, unusual details (embroidery, accessories...).



09

SERVING SUGGESTIONS

SERVING SUGGESTIONS INTRODUCTION

These are sophisticated serving suggestions which are easy to prepare and add a creative touch to the way you drink your Ballantine's 12 Year Old.

Fredrik Olsson, Ballantine's 12 Year Old Brand Ambassador, has created four serving suggestions to use with the Serving Ritual designed by Lee Broom.



SERVING SUGGESTIONS THE CLASSIC

The bartender fills the bottom section of the decanter with 5cl of Ballantine's 12 Year Old, the centre section is filled with fresh ice and the top part of the decanter is filled with 20cl of still water. The bartender then stacks the decanter and takes it to the consumer along with a set of bar tongs and a classic whisky tumbler stirrer.

The consumer then dismantles the decanter into three and decides how to mix their Ballantine's 12 Year Old. Using tongs they can add ice and then water from the top of the decanter. The stirrer can then be used to dilute and chill the drink. Slainte!

The amount of whisky in the decanter can be adjusted according to different countries' alcohol laws and measurements. Suggested is to have 3-4 times water to whisky available.



SERVING SUGGESTIONS THE WALLACE DECANTER

The bartender fills the bottom section of the decanter with 5cl of Ballantine's 12 Year Old, the centre section is filled with fresh ice and the top part of the decanter with 2.5cl hazelnut liqueur. The bartender then stacks the decanter and takes it to the consumer along with a set of bar tongs and a classic whisky tumbler stirrer.

The consumer then dismantles the decanter into three and decides how to mix their Ballantine's 12 Year Old Wallace. Using tongs they can add ice and then add the hazelnut liqueur from the top of the decanter. The stirrer can then be used to dilute and chill the drink. It is important to start by adding a little hazelnut at a time. Slainte!

Other Liqueur options:

The Burgie Decanter - Apricot Liqueur

The St Andrew Decanter - Fig Liqueur

The Loch Ness Decanter - Elderflower Liqueur

The Misty Decanter - Ginger Liqueur



SERVING SUGGESTIONS THE HIGHLAND MIX

The bartender fills the bottom section of the decanter with 5cl of Ballantine's 12 Year Old, the centre section is filled with fresh ice and the top part of the decanter with 3cl Highland mix. The bartender then stacks the decanter and takes it to the consumer along with a set of bar tongs and a classic whisky tumbler stirrer.

The consumer then dismantles the decanter into three and decides how to mix their Ballantine's 12 Year Old Highland Mix. Using tongs they can add ice and then add the Highland Mix from the top of the decanter. The stirrer can then be used to dilute and chill the drink. Slainte!

The Highland mix contains: 2 parts dry vermouth, 1 part cherry brandy and 3-4 drops angostura bitters. Ratio 2 parts Ballantine's 12 Year Old to 1 part Highland Mix is recommended. Stir well.

Other Mix Options:

The Lowland Mix - 2 parts bianco vermouth, 1 part sweet vermouth and 3-4 drops angostura bitters. Ratio 2 parts Ballantine's 12 Year Old to 1 part Lowland Mix is recommended.

The Scottish Mix - 1 part red vermouth, 1 part cherry liqueur and one part orange juice. Ratio 2 parts Ballantine's 12 Year Old to 1 part Scottish Mix is recommended.

The Speyside Mix - 1.5cl fig liqueur and 1.5cl red vermouth. Ratio 2 parts Ballantine's 12 Year Old to 1 part Speyside Mix is recommended.



SERVING SUGGESTIONS MY BALLANTINE'S NEAT

The bartender fills the bottom section of the decanter with 5cl of Ballantine's 12 Year Old, the centre section is filled with fresh ice and the top part of the decanter with 2cl Ginger Wine or ginger liqueur. The bartender then stacks the decanter and takes it to the consumer along with a set of bar tongs and a classic whisky tumbler stirrer.

The consumer then dismantles the decanter into three and decides how to mix their Ballantine's 12 Year Old. By adding the liquor in small amounts at the time they will be able to create their own Ballantine's 12 Year Old style. By adding a lemon twist consumers can also squeeze lemon oils into their drink to add a citrus and fresh nose. Slainte!



10

PR ACTIVITY

PR ACTIVITY OBJECTIVES AND KEY MESSAGES

OBJECTIVES

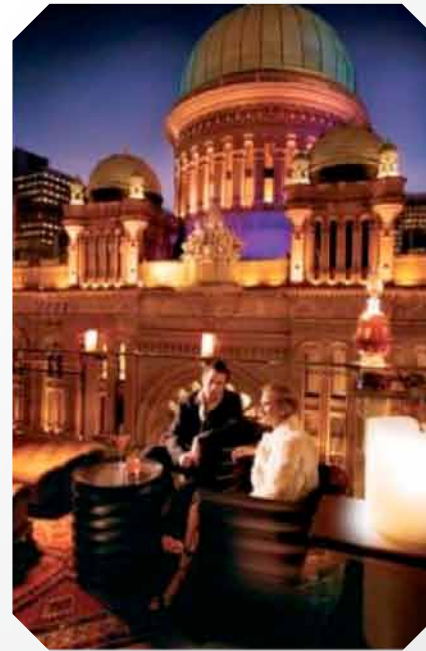
- Reach new and existing consumers with the launch of the Ballantine's 12 Year Old Serving Ritual in partnership with Lee Broom
- Use the design cues of the Serving Ritual to demonstrate the Ballantine's 12 Year Old creative platform 'Leaving an Impression by taking you Beyond'
- Inspire renewed awareness for Ballantine's 12 Year Old by using the Serving Ritual to create a halo effect for the brand
- Strengthen Ballantine's 12 Year Old's reputation in the design and art world, by partnering with a credible British designer that demonstrates the Brand's core values of heritage blended with contemporary cues

KEY MESSAGES

- The Ballantine's 12 Year Old Serving Ritual is a bespoke hand-cut crystal decanter with glasses, created by acclaimed British designer Lee Broom
- The Ballantine's 12 Year Old Serving Ritual deconstructs from a decanter into three components, a smaller decanter and two glasses
- Lee Broom's design demonstrates the Ballantine's 12 Year Old creative platform 'Beyond' by blending trompe-l'oeil with contemporary style, authenticity and heritage
- Lee himself perfectly represents the Ballantine's 12 Year Old target audience – he is a young contemporary visionary who leaves an impression through his unique work, personable nature and fashionable style



PR ACTIVITY TARGET AUDIENCES



CONSUMERS

- Ballantine's 12 Year Old drinkers
- Finest drinkers looking to trade-up
- Discerning male consumers who occasionally drink Scotch whisky and are interested in design

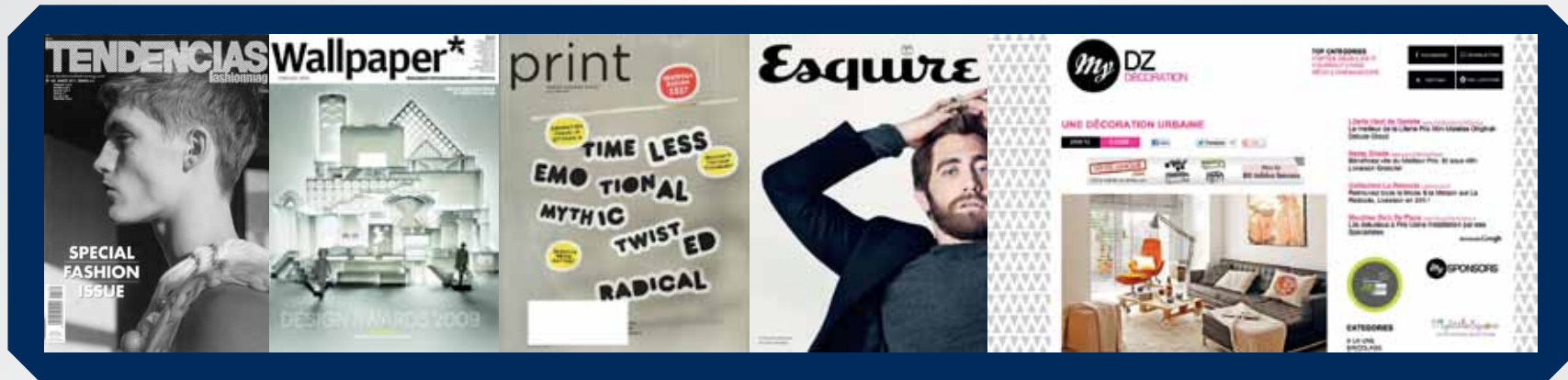
TRADE

- Bespoke wine and spirits merchants
- Independent retailers
- High-end department stores
- Bartenders

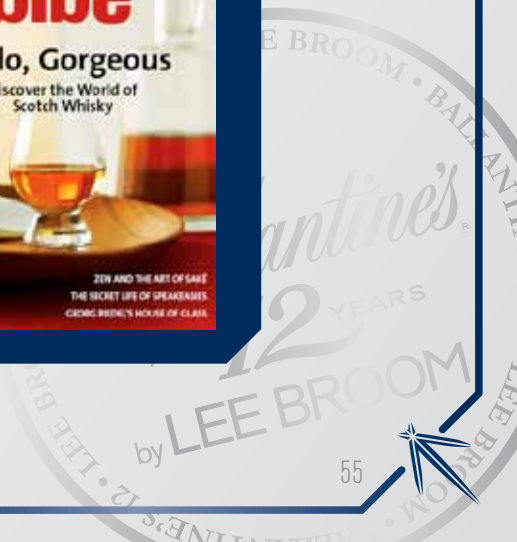


PR ACTIVITY TARGET MEDIA & BLOGS

CONSUMERS audience with a focus on men's lifestyle, design and art



TRADE audience with a focus, the on and off trade, drinks and design/art industry



PR ACTIVITY ROUTE 1 - LAUNCHING THE SERVING RITUAL IN YOUR MARKET

IDEA

Launch the Ballantine's 12 Year Old Serving Ritual in partnership with Lee Broom to key stakeholders in your market

RATIONALE

- The contemporary design cues of the Serving Ritual creates the perfect opportunity to raise awareness for Ballantine's 12 Year Old in your market
- Partnering with critically acclaimed British designer Lee Broom demonstrates the core values of Ballantine's 12 Year Old - contemporary heritage, authenticity and elegance - and allows you to reach new and existing consumers with an interest in design/art

ACTIVATION

Unveil the Ballantine's 12 Year Old Serving Ritual to key media and bloggers at a launch event at an interesting design gallery or premium on trade partner venue:

- Invite Lee Broom or a locally renowned design expert to take the group through the key design cues of the product, whilst your local Brand Ambassador makes delicious drinks (see section 09 for Serving Ritual suggestions)
- This could be for a large or small group, depending on the audience you want to capture
- To scale this down, use an exclusive bar with a secluded room to conduct private tastings with media/bloggers. Ask them to bring a friend/partner to share the experience
- If you wish to invite Lee Broom, please contact the Global Brand Team
- Take the Serving Ritual on a tour of your local publishing house/s - from GQ to Wallpaper to the local newspaper, use your Brand Ambassador to make drinks inspired by the Serving Ritual
- Create a Ritual inspired Press & Blogger Kit to send to your local media and bloggers to promote the launch of the Serving Ritual (see page 58 for creative ideas of what to include)
- For all activations, use the PR Assets (media releases, photography, video etc.) provided in the toolkit
- Launch a competition with key bloggers to win a ritual



PR ACTIVITY ROUTE 2 - MAKING TIME FOR RITUALS

IDEA

Rituals have been around for centuries. From the ancient Greeks clinking glasses to check drinks hadn't been poisoned to the 1950's ritual of pre-dinner cocktails, rituals are a part of our cultural and personal life. Rituals are vital to restore balance, instil a sense of calm and create time for reflection. Modern rituals can include: a morning run (no matter the weather or location), an hour of music with a cocktail at the end of a long day or simply reading the newspaper at your favourite coffee shop every Sunday.

RATIONALE

- The Ballantine's 12 Year Old Serving Ritual is an experience from the moment you start to deconstruct the hand-cut crystal decanter to the time you create 'The Perfect Serve' - it beckons you to take time out from the everyday and enjoy your drink
- Because the Ballantine's 12 Year Old Serving Ritual creates this unique experience, the topic of 'Making time for rituals' is ownable territory for the launch of the decanter
- 'Making time for rituals' is also an interesting angle for media and bloggers, who need an extra 'hook' to discuss the decanter

ACTIVATION

- Create a mini-campaign focused on how men's rituals have changed over time-from buying the newspaper, to reading the news summarised on their iPad
- Target media and bloggers with a prepared list of the top 12 rituals of inspiring and interesting people from your country and beyond - include Lee Broom's rituals as a starting point and either research or interview others to get theirs
- Lee's rituals
 - “I check my email the minute I wake up in bed”
 - “I write my to-do list on the tube for the days' work on the way in”
 - “When I sketch out designs when I am working on a project, I break the monotony by designing a fashion sketch in between”
- TIP: you could also commission a well-known men's lifestyle commentator to write this
- How men's rituals have changed over time, and those that have stayed the same. A good example is how once men bought newspapers every day from a shop on the way to work, the modern man now checks his Twitter feed or his favourite news website on his smartphone every morning
- Use a competition mechanic to draw attention to this on Facebook, Twitter or media partner website (e.g. GQ.com) and offer the Serving Ritual as a prize for the most interesting rituals of your audience



PR ACTIVITY SUPPORTING PRESS & BLOGGER KIT

PRESS KIT

A Press & Blogger Kit can be used to communicate the launch of the Serving Ritual without having to hold an event OR in addition to holding an event

The Press & Blogger Kit needs to include:

- A boxed bottle of Ballantine's 12 Year Old
- Press releases, these can be found in the assets section of the toolkit either printed on premium paper or on a stylish USB
- A premium box or bag to present these elements

If you have budget and want to bring to life the central theme of "MAKING TIME FOR RITUALS" to life you should consider including one or all of the following gifts in your Kit:

- Premium men's toiletries / shaving kit
- Dunhill Leather Journal
- Premium cook book / cocktail book
- A watch / other item that demonstrates the theme of rituals - e.g. Mr. Jones 'The Average Day' Watch (see image)



