

# Custom Content Concepts for The Macallan

Ball Star Magie Johnson Re

Georgeton Beats Houston

# Overview

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*An invitation-only restaurant opening. A VIP jazz performance. A one-of-a-kind art installation.* Like a sip of Macallan whisky, these exclusive experiences of meaningful luxury feature exquisite craftsmanship that's enjoyed in an environment that expresses our personal tastes.

WP BrandStudio will bring this to life for *The Washington Post's* discerning and culturally engaged readers through dynamic custom content that showcases the duality of the 12s and celebrates the extraordinary moments that Macallan drinkers strive for.

We'll leverage the Post's award-winning journalistic lens and innovative storytelling tools to tell this story in one of two ways:

**Concept 1: “One Journey; Two Paths”**

A first-to-market parallel perspective video takes readers on an immersive journey in search of what makes the perfect whisky moment.

**Concept 2: “Define Your Moment”**

An attention-grabbing interactive experience lets readers express themselves by building a “defining moment” that reflects their tastes and aligns with the 12s.

# Concept 1: “*One Journey; Two Paths*”

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In this concept, readers interact with a first-to-market parallel-perspective video that lets them experience two sides of the same journey in search of the perfect whisky moment.

We’ll create two videos that both start with the making of whisky at the Speyside distillery and conclude with the enjoyment of that moment. One video represents the Sherry Oak persona in terms of content, look and feel; the other represents the Double Cask.

Readers can choose the experience that matches their personal preferences—and they can also toggle between the two videos at key points to instantly see how the two perspectives compare.

## **Perspective 1: Classic Craftsmanship**

Starting at the Speyside distillery, readers learn about the bespoke process of crafting single-malt whisky. They then set off in search of the perfect whisky moment—speaking to one-of-a-kind people—such as an expert in traditional Scottish fare—whose answers evoke the Sherry Oak’s product personality. The experience ends at a timeless pub where locals enjoy the Sherry Oak as it was meant to be experienced.

## **Perspective 2: Modern Innovation**

Starting at Speyside, readers learn about the innovation behind the Double Cask. They search for the perfect whisky moment in the mecca of architecture, music and cuisine that is modern Glasgow. Along the way, people such as an award-winning mixologist or gallery owner describe the perfect whisky moment in terms of respect for the past balanced with worldly innovation. The experience ends at a sleek club where the Double Cask is right at home.

# Mock of Concept 1 Program Entry Point



Mock is for illustrative purposes only

# Mock of Concept 1 Parallel-Perspective Video

Both perspectives start at Speyside.



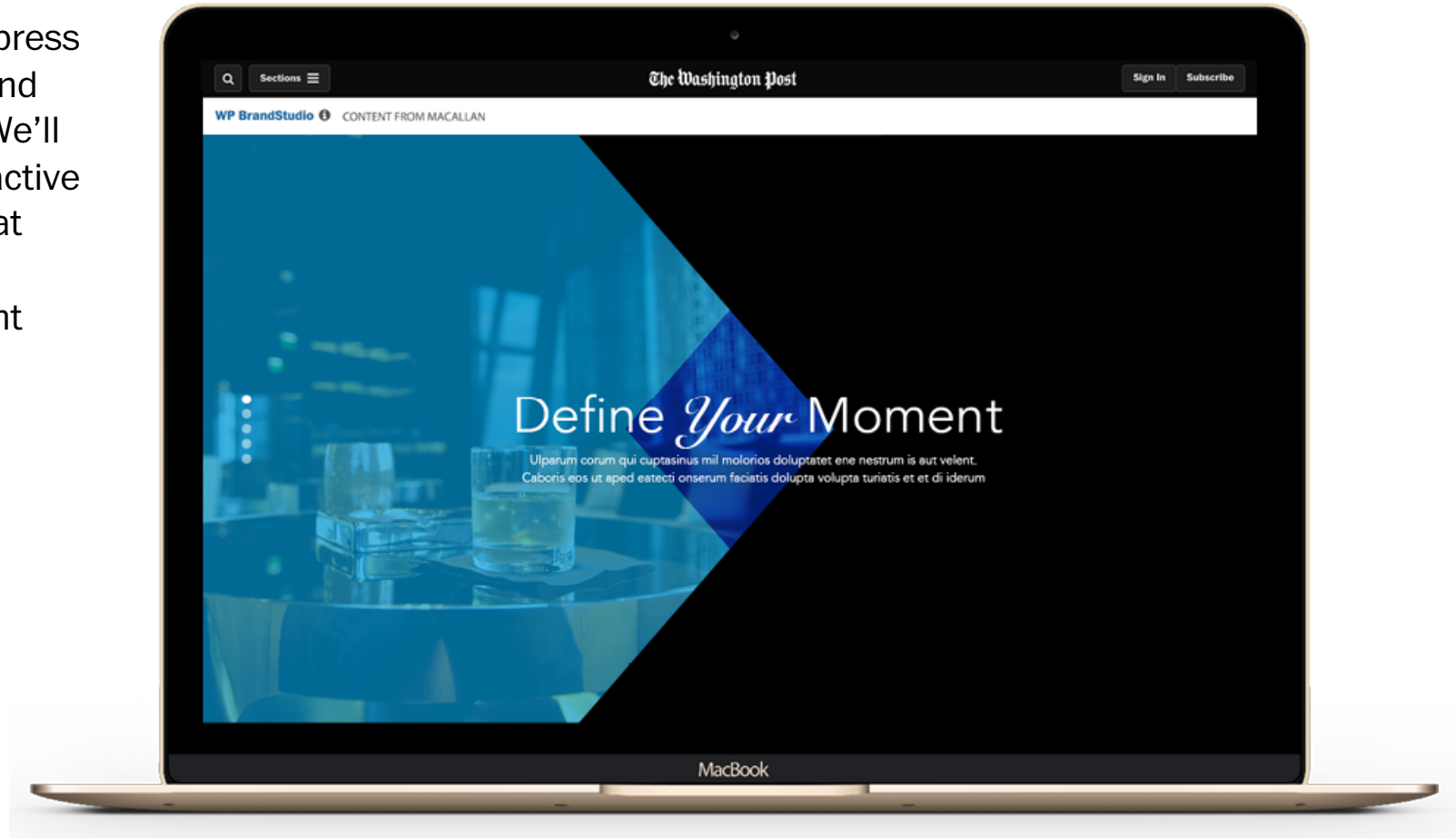
Example of point in video where audience can toggle between the two perspectives



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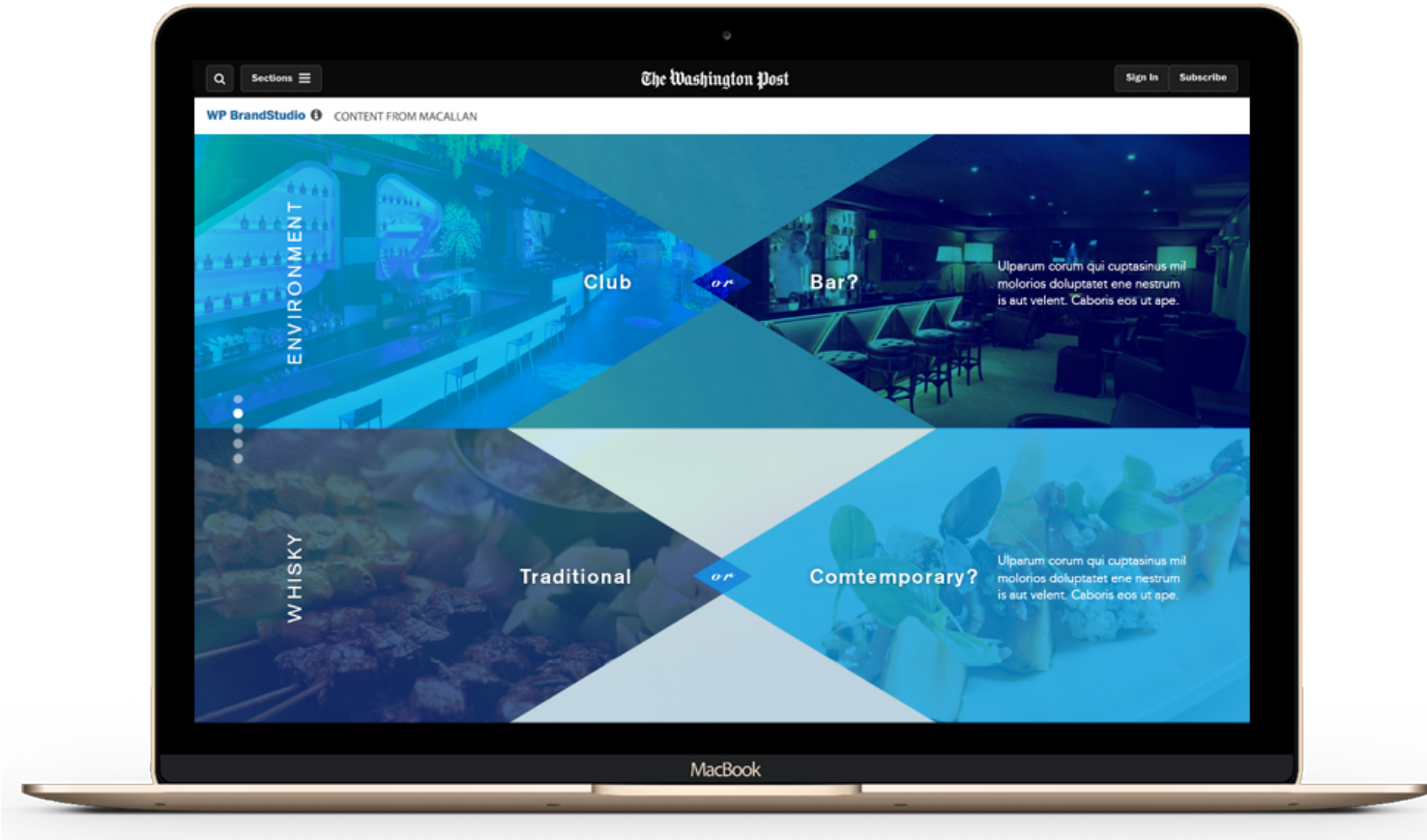
# Concept 2: “*Define Your Moment*”

Men have never had more freedom to express themselves—through clothes, activities and spirits that reflect their personal tastes. We’ll celebrate this through an engaging interactive experience that shows how, just as a great whisky can be experienced through two different flavor profiles, a defining moment can be created in different but equally extraordinary ways.



# Mock of Concept 2 Interactive Experience

Readers are given a series of choices that add up to a perfect whisky-drinking moment.



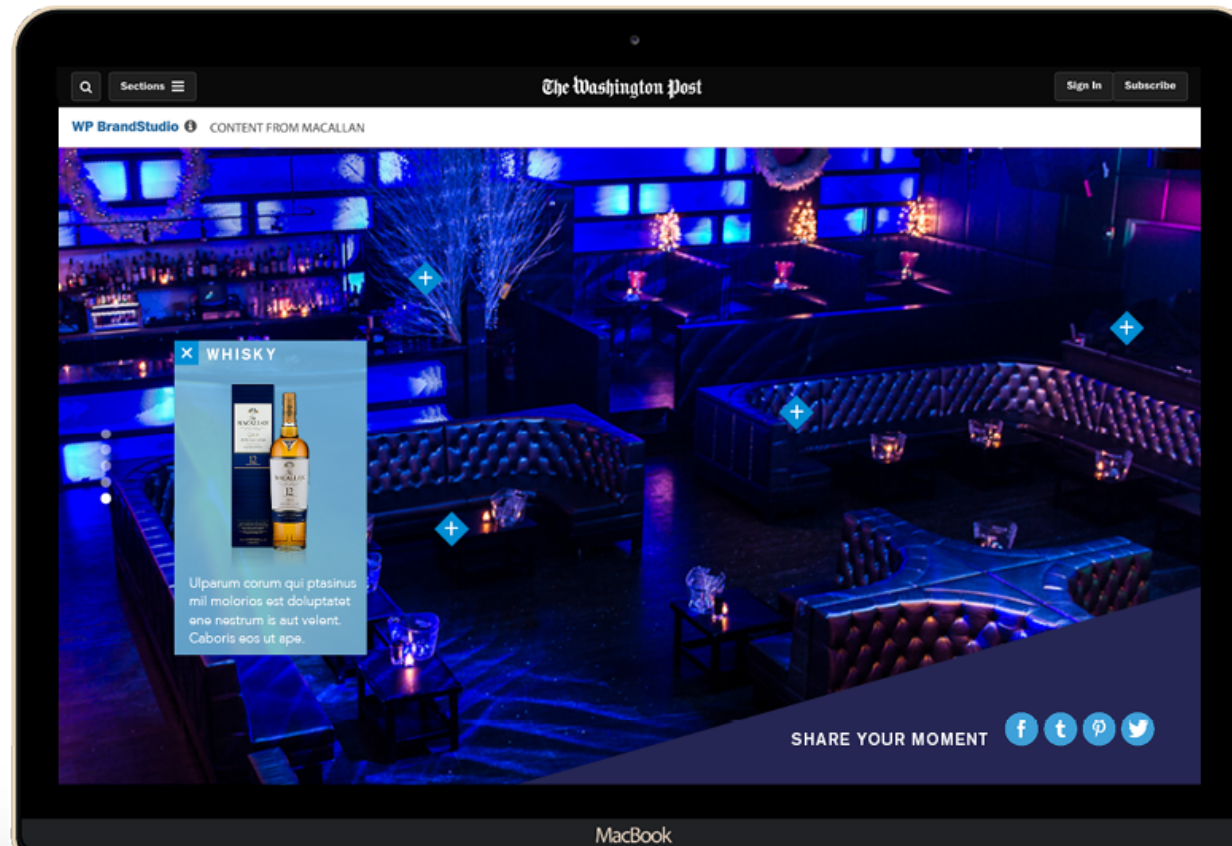
Choices represent the two Macallan personalities; for example:

- Environment: Bar or club?
- Lighting: Warm or bright?
- Music: Relaxed or energetic?
- Decor: Ageless or contemporary?
- Food: Traditional or experimental?
- Whisky: Macallan Sherry Oak or Double Cask?

# Mock of Concept 2 Interactive Experience (cont'd)

After making choices, readers receive a personal profile with an image of the moment they have created.

Clickable hotspots reveal information such as choice of lighting, décor and Macallan 12.



A social button invites readers to share their results: “I crafted my perfect Sherry Oak/ Double Cask moment, inspired by @The\_Macallan. What’s yours? <link>.”

Macallan brand ambassadors could be invited to share their results with their networks.