



JOHNNIE WALKER WHISKY- FIXING THE 'MY DAD'S BRAND' PROBLEM

Challenge:

The Johnny Walker whisky is one of the oldest and most respected Scotch whisky brands in the world. However, awareness and brand history were not in line with market share numbers and cheaper newcomer brands were stealing the Johnny Walker share. We needed to arrest the share slide immediately.

Solutions For Success:

Like so many branding issues, the answer to the Johnny Walker share loss wasn't obvious. Working with teams of researchers who surveyed both on and off-premise (home and bar) consumers we were able to uncover the hidden obstacle to the puzzle. Younger drinkers in bars (in that market, bar consumption was 80% of the volume!) were too embarrassed to order Johnny Walker because it was considered "my father's brand" amongst their peers. Also, almost 90% of bar drinkers were the younger consumer who were rejecting the Johnny Walker brand! No wonder share was going south. This insight led us to reposition the brand with new brand characteristics and a whole new communication plan.

Repositioning:

• As part of the youth repositioning, we implemented a nation-wide sampling campaign with young promotional teams in the hottest clubs downtown.

• We introduced an Amazing Race-like physical endurance contest called "Johnny Walker Action Time" in Scotland that appealed to younger drinkers.

• A media contingent of the country's foremost networks and journalists were taken to Scotland to cover the event.

Results:

The brand share doubled in market with countless media mentions. Johnny Walker became the cool drink to have in bars with friends amongst the younger drinkers while enjoying a revival with older consumers who now were less price-sensitive due to the increased brand activity.

We have collaborated with a broad range of companies — from global brands to fast-growing start-ups — to help them solve their brand position challenges and grow their sales. However, there's no way to know if we can help you without sitting down and having a conversation. Give us a call at **416-253-7571** or email us at **chala@therepositioningexpert.com** to set up a no-pressure discovery conversation.