



PILOT FISH MEDIA & THE FAMOUS GROUSE

A SOCIAL MEDIA CASE STUDY



Marketing Society Star Awards Gold, 2016
International Marketing

WELCOME TO AFRICA 2015!

Over the last ten to fifteen years, Africa's majestically beautiful landscape has been rapidly changing and evolving. Urbanization, the rise of a well-educated and aspirational middle class, and the development of an exciting and bustling bar and restaurant culture have meant that scenes like this are now common across the continent.



Add to this an exponential rise in the popularity of both single malt and blended Scotch whisky and you've got the ideal habitat for The Famous Grouse. However, with strong competition from other global whisky brands plus a limited budget with which to mark our territory, some smart strategic thinking was required in order to earn our place at the watering hole.

THE FAMOUS GROUSE GETS SET TO TAKE FLIGHT

Success with a limited budget requires ruthless focus and clear objectives. Africa is a hugely diverse continent and economic and political stability varies greatly from country to country, so we needed to be sure that we were focusing on the right territories.

OUR AMBITION

The countries that ticked all the boxes for growth included **Nigeria, South Africa, Kenya, Angola and Mozambique**. They all had the following in common:

1. A young, engaged population
2. Economic and political stability
3. Suitable infrastructure
4. Strong mobile and smartphone penetration
5. Active and growing social media audience

MARKETING OBJECTIVES

Our objectives were simple but ambitious. In all five territories, the challenge was to:

- Raise the profile of The Famous Grouse brand
- Establish its premium credentials in territories where price point is a barrier to purchase
- Establish it as a brand that had relevance in Africa
- Build a loyal following of new and existing whisky drinkers
- Deliver a new global campaign message in a way that resonated locally



These ambitions were made all the more 'challenging' by the fact that we had limited budget – which ruled out TVC and outdoor in a continent where out of home and billboard is king.

How could we make the most impact? And, more importantly, how could we do this consistently? Steady, measurable progress would be key and we needed to choose our platform carefully.

THE SOLUTION?

facebook



OUR AFRICAN SOCIAL MEDIA STRATEGY

In keeping with our policy of 'ruthless focus' we decided to focus on Facebook as our main platform. We worked with local people to ensure that our content was 'spot on' and resonated locally, while our in-depth targeting strategy ensured that content was reaching our ideal consumer.

FOCUSING ON FACEBOOK

Facebook was the obvious choice for a number of reasons - not least of them being ease of management. It allowed us to create unique content that resonated in each of our territories, but also gave us central control so that we could ensure the tone of voice and key messaging was the same across the board. It also had the following benefits:

- The advertising platform offers great return on investment, while the real time execution allows for timely delivery of pertinent messaging and the ability to target that messaging to a carefully selected audience.
- It allows us to speak to our consumers in a way that is relevant to them and in a direct capacity; channeling customer service enquiries for a brand which is new to market.
- It is a very cost-effective way of delivering a global brand message across a number of territories simultaneously.
- Last but not least, with mobile penetration continuing to increase rapidly in Africa, a platform that could be easily accessed by even a rudimentary smart-phone would be crucial.

PLANNING & LOCAL RESEARCH

Ensuring that our content resonated on a local level was key to success and in order to do this we recruited a team of local researchers who provided us with crucial local insight and intel. We achieved this through:

- Clear briefs and discussion of content themes
- Weekly updates on key news/talking points in each country
- Research on the appropriate people, places and things to hero for our #FamousForAReason campaign
- Research on the appropriate competition mechanics to use in order to ensure maximum engagement

Research and intel on social media habits which varied from country to country - for example, in Nigeria we learned that 99% of fans access social media for smartphones rather than laptop or desktop.

A MEANINGFUL CONTENT STRATEGY

We had to make sure that our posts spoke the local language, so 'Time to party' became 'Twende out' in Kenya, while 'after work dram' became 'sundowner' in South Africa. We also had to take into consideration the social media habits of our target audience in each different country, in order to get a clear understanding of what our results meant. Through research, we learned that Kenyans love to "Share" and Angolans love to 'selfie' while Nigerians are a little more reserved!

"We learned that Kenyans love to 'share' and Angolans love to selfie"

"HYPER TARGETING" TO A MOBILE AUDIENCE

We utilised Facebook's hyper targeted Ad product to help shape a specific audience in each territory. Audience research carried out in early 2015 proved that our target demographic in Africa was very different to that of the 'typical' mature whisky drinker.

Working with the brand teams, we established specific demographics such as age, gender, location [key cities], behaviour, and as this is Africa, the most popular mobile devices, which weren't 'the Western norm'.



WHAT WE DID

Our content included a varied mix of global quality and heritage messaging, support for local activations, appealing competitions and localization of the new global Famous For A Reason campaign.

A WHISKY WORTH PAYING FOR

One of the big challenges The Famous Grouse faces in all African markets is price point. For many Africans it is regarded as an expensive whisky and with cheaper, local alternatives available – not to mention an active black/counterfeit market – it's crucial that we deliver an effective 'quality' message. We need to reassure our consumers that The Famous Grouse is a quality blended whisky made from the finest ingredients by skilled craftsmen.



With Facebook pushing its native video platform we decided that video would be a good investment. In this example for SA, we used a local South African voice talent and developed a script that delivered the quality message in a way that would appeal to our young 'black diamond' consumer, and at the same time encourage them to share their "Famous Good Times" on Facebook.

A BRAND THAT UNDERSTANDS WHAT MATTERS TO ITS FANS

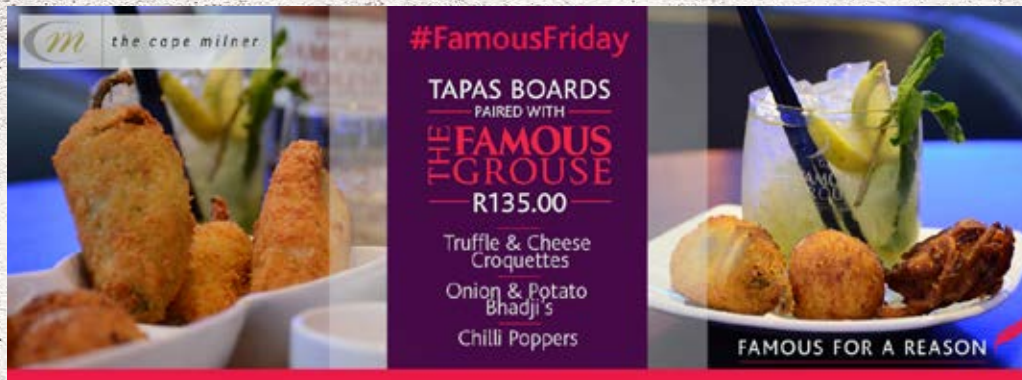
As a very Scottish brand it's important that we demonstrate good local knowledge and insight. Each individual page should have a distinct look and feel to it.



One of the ways we do this is with localized photography. Fans are much more likely to engage with an image that immerses the brand in local surroundings. As an example, in South Africa, you don't get more local than braai and rugby! While in Mozambique it's all about the seafood.

SUPPORT FOR LOCAL ACTIVATIONS

Encouraging trial is key to growth in all African territories and to this end we promote and support local activations wherever possible on Facebook. Working closely with the local sales marketing teams we also run regular competitions to encourage engagement and raise brand awareness amongst friends of fans. One of our most successful competitions in 2015 was run in conjunction with BBQ Live in Kenya. This is a hugely popular event that is held several times a year in Nairobi and features great BBQ, live music, and of course, great whisky. For the main Birthday Event in 2015 we asked fans to tell us why The Famous Grouse was the ideal partner for BBQ Live. We had a fantastic response with great amplification of the competition.



195 
ENTRANTS

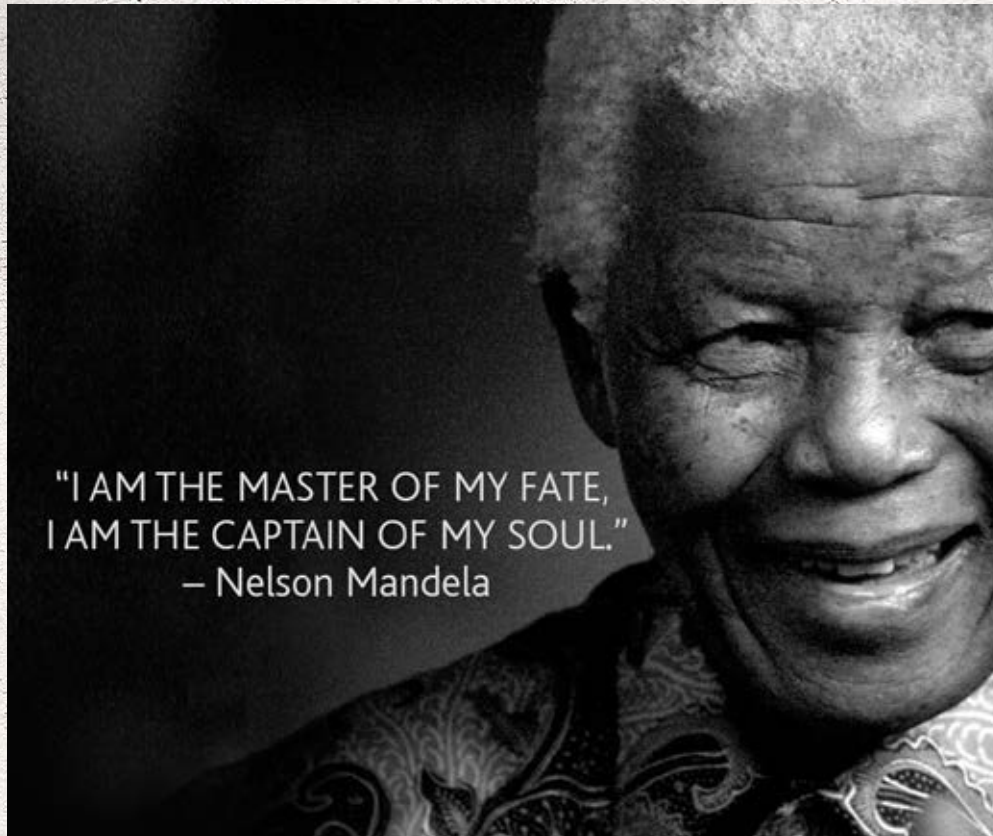
518 
LIKES 

 178
SHARES

 136
COMMENTS

FAMOUS FOR A REASON IN AFRICA

In 2015 the global Famous Grouse team rolled out their brand new campaign – Famous For A Reason. The aim was to remind Famous Grouse consumers that 'real fame is earned' while the more specific aim on social media was to celebrate 'people, places and things' that were famous for a reason.



In order to land this successfully we needed to make sure we were spot on with our insight and research. We briefed our local insights team to start collating information that would ensure our posts were engaging, relevant and local. Our posts featured interesting 'did you knows' about local places - which proved to be hugely popular - inspiring quotes from locally famous people and exclusive interview content.



A NEW LOYAL AND ENGAGED FAN BASE IN AFRICA

The results exceeded our expectations and the Famous Grouse is now competing on Facebook in key African territories, with a new loyal and engaged fan base.

RESULTS IN 2015

The results achieved through consistent, relevant and localised content far exceeded our expectations. We grew our communities through a combination of paid and organic reach, and our engagement rates were more than a match for some of the heavyweight competitors in the blended Scotch and premium spirits category.

- In January 2016 African territories accounted for **34%** of Famous Grouse's global fanbase on Facebook; standing at 168,765
- Our content reached on average **80,360** Africans per month in 2015
- We posted on average 4 times per week on Facebook and content received total interactions of: **201,300**
- Our content worked hard for us too, achieving on average, **26%** organic impressions.
- The Famous Grouse is now competing firmly in the African digital space with other blended Whisky brands such as Jameson and Johnnie walker, sitting at **80%** of the average benchmark for engagement and growth on Facebook.
- The Famous Grouse ranked amongst the fastest growing spirits brands on Facebook in Kenya and Nigeria in Dec 2015.

We discovered that it was possible to build a new engaged and loyal fanbase via Facebook, to encourage trial and reassure whisky lovers in our key territories that The Famous Grouse was a quality blend worth spending that little bit extra on. We also showed that, as a brand, The Famous Grouse understands what's important to fans, and though its heritage is firmly rooted in Scotland, it is absolutely a brand that has relevance in a thriving, contemporary Africa.

[Data from Socialbakers Analytics 2015]



201,300
INTERACTIONS
IN 2015

26%
ORGANIC
IMPRESSIONS

OUR AMBITION
REMAINS WITH
OUR AFRICAN FANS





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