



CHIVAS SOCIAL QUARTER 03 CREATIVE



PILLARS
DRINKSPIRATION
HUMOUR
LIFESTYLE
PRODUCT & BRAND

DRINKSPIRATION

To continue to inspire our GENTS with our drinks we need to push them to look at Chivas from another perspective.

We will create bold visuals that capture attention at the speed of the newsfeed. This fresh and vibrant feel to product posts will match the new tone of voice.



House party. Block party.
Office party.

**Whatever the occasion,
we've got a spirit for it.**



SAVOUR THE FLAVOUR

FOOD & DRINK PAIRING

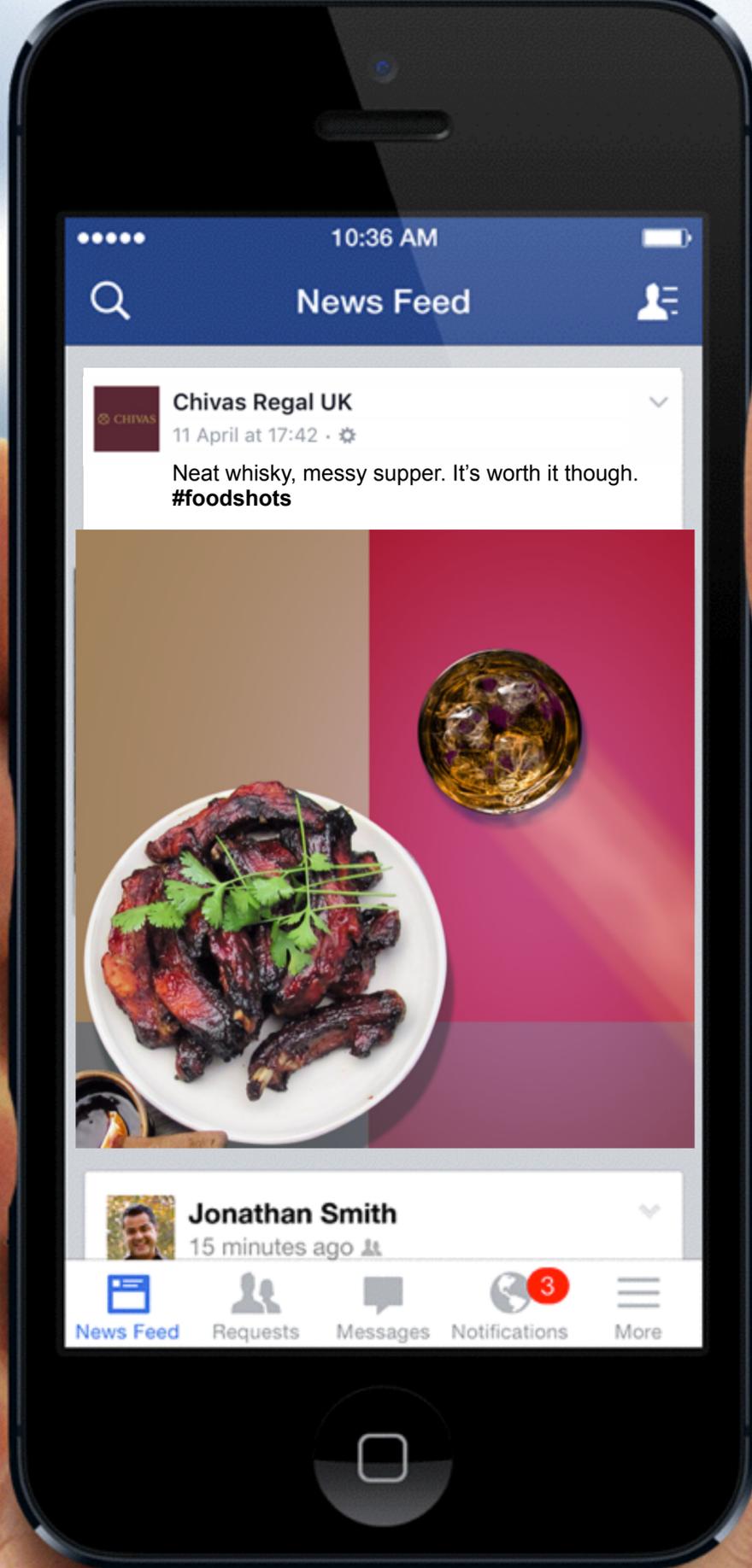
Rather than traditional product shots, cocktails or food pairing, we can create unusual recipes that use **Chivas** as an extra ingredient that gives it that added oomph.

We'll take on a fresh look of solid graphic backgrounds (using the **Chivas** palette as a basis), De Stijl style angles to create interest and luxurious accessories to refresh and energise product shots and complement the new playful TOV.

#FOODSHOTS

#FOODSHOTS



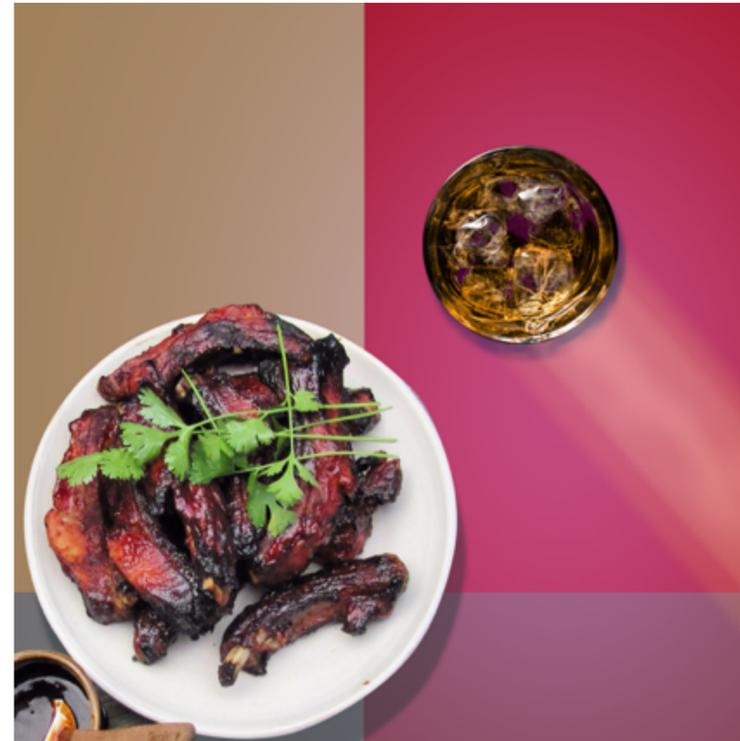




Copy: What's Fizz Friday without the Silver Fox Fizz?



Copy: House party. Block party. Office party. Whatever the occasion, we've got a spirit for it.



Copy: Neat whisky, messy supper. It's worth it though. <link to blog with recipe> #CookingWithChivas



Copy: Breakfast just got interesting... <link to blog with recipe> #CookingWithChivas

A stereoscopic image showing two hands holding cocktails. The hand on the left holds a glass with a brown drink and a black straw. The hand on the right holds a glass with a clear drink, ice, and a black straw. The background is dark and blurry, suggesting a bar or club environment. The text 'COCKTAILS WITH A TWIST' is overlaid in white, sans-serif font across the center of the image.

COCKTAILS WITH A TWIST

Capturing vibrant shots of cocktails through Stereographs.

This dynamic image is more engaging than a static photo.

Overlaid text provides a modern approach compared to what we have been doing previously.



Here's one for the movers and shakers.

#ChivasandGinger

Don't flip out... but this is one good cocktail.

#AberdeenFlip



STORYTELLING

We have the opportunity to tell a story within a story through the medium of the grid format on Instagram.

We'll create content that is visually arresting as a group AND individually with accompanying copy to bring all the elements together.

By using tiles of 3 and 9, we can create content of varying lengths.



A great cocktail can start a revolution
#ChivasRebellion



Every revolution needs a leader
#ChivasRebellion



A short sweet Revolution. As it should be
#ChivasRebellion



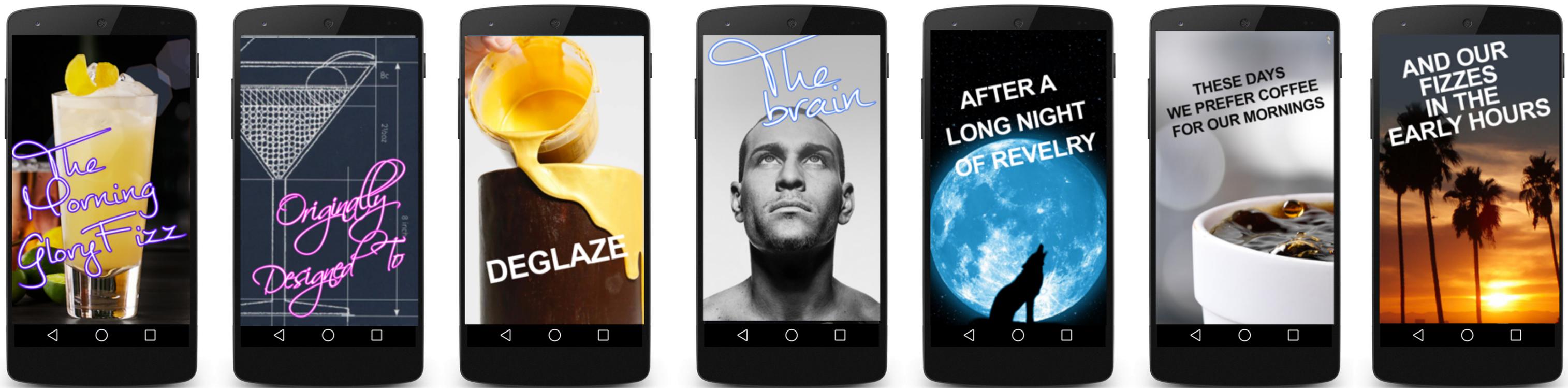
Copy: Behind every great barman, is a bottle of Chivas

Copy: Who are we without the glass we're served in?

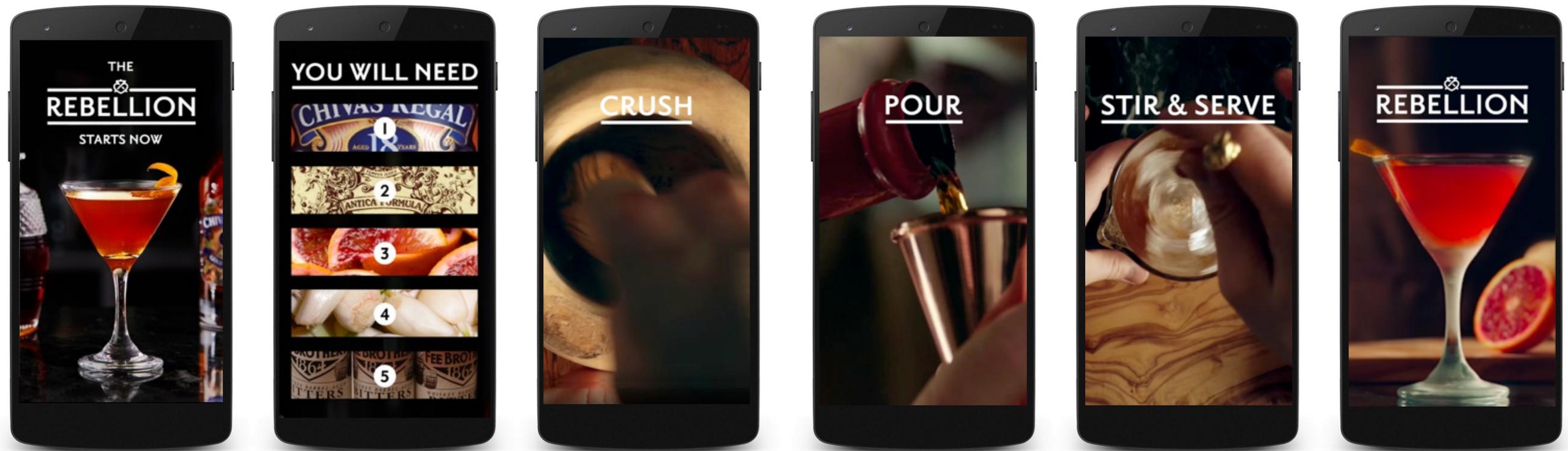
Copy: Get the gang together, cocktails are to be made.



CHIVAS STORIES



In this series of Instagram Stories we explore the meaning behind the cocktails, providing an insight into what each cocktails represents. This is visually represented using bold type and imagery that surprises, delights and entertains.



Taking Instagram tiles to another level. We can create Instagram Stories that show a step-by-step guide to cocktails. A combination of images and copy will tell the story in a playful and fast-paced way, highlighting the ease and speed.

Chivas cocktails can be fun, fast and furious.

A bartender in a dark suit is pouring whisky from a bottle into a glass. The background is dark with out-of-focus lights, creating a bokeh effect. The text is overlaid in the center of the image.

WHISKY WON'T SOLVE YOUR PROBLEMS.
BUT IT'S WORTH A SHOT.

HUMOUR

Our audience like to laugh and poke fun at themselves.

We need to do the same.

With our tongue planted firmly in our cheek, we can create
a self-deprecating tone that resonates with our

GENTS

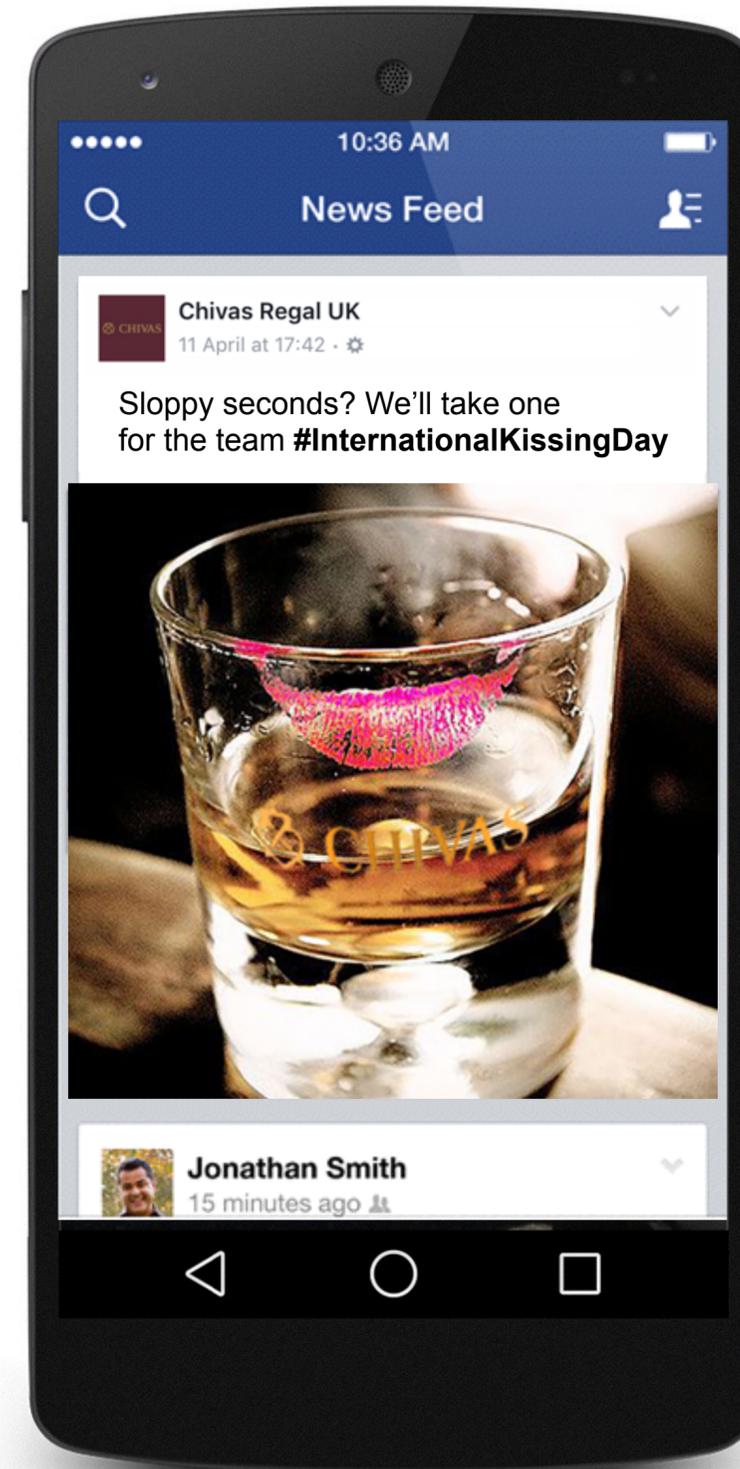


When you say beer,
you mean whisky, right?
#InternationalBeerDay
#ChivasRegal

International days often feature in newsworthy content and trend on Twitter.

We can utilise this to our advantage by creating content based around topical issues.

- July is picnic month
- July 1st – international reggae day
- July 6th – international kissing day
- July 10th – Pina Colada Day
- July 17th – world emoji day
- July 27th – Scotch whisky day
- August 4th – International Beer Day
- August 6th – Friendship day
- August 12th – Vinyl record day
- August 25th – Whisky sour day #ChivasSour
- August 26th – Women’s equality day
- September 2nd – World beard day
- September 7th – Superhuman day
- September 20th – Punch day (Chivas punch cocktail)
- September 24th – World gratitude day



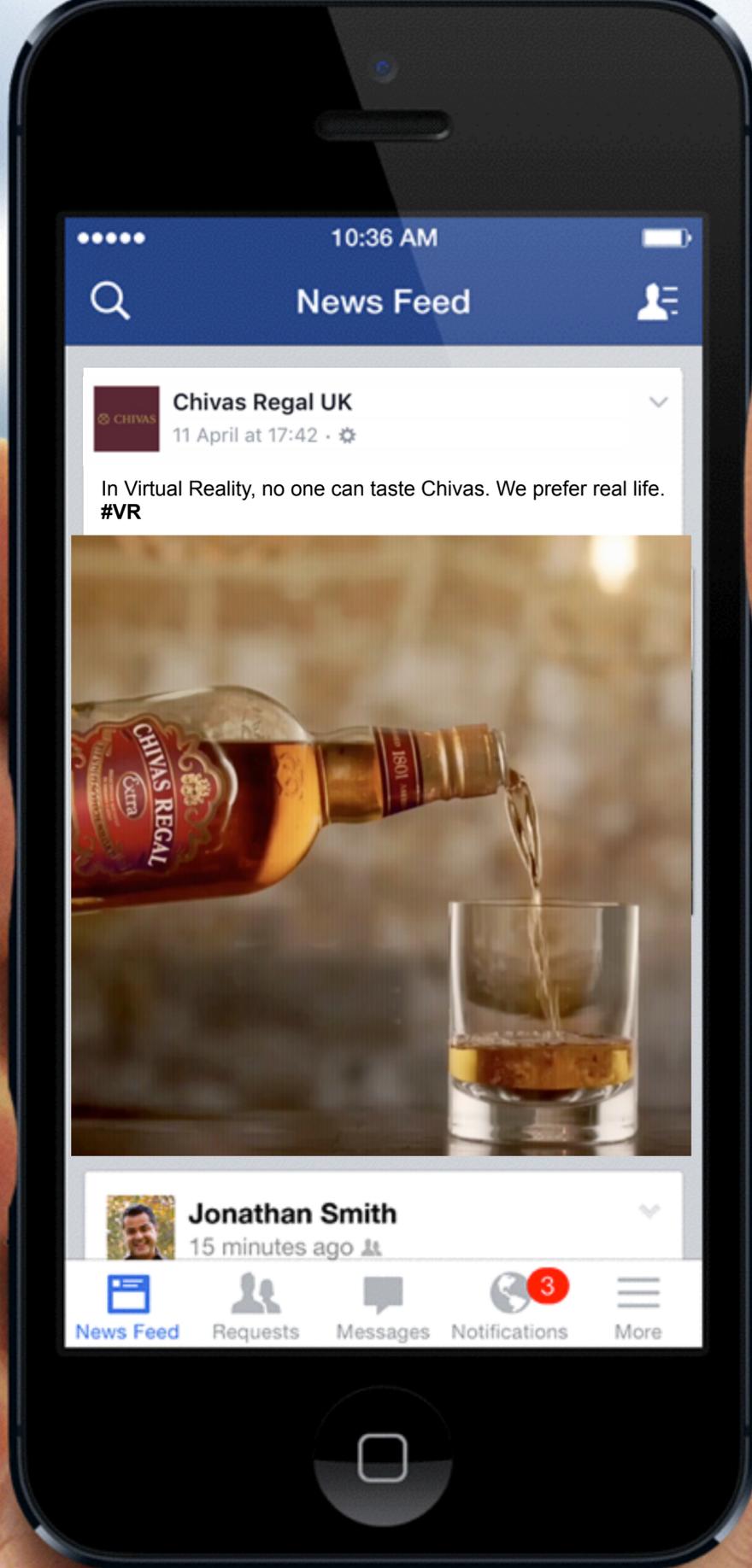
SOCIAL COMMENTARY

By mocking tech trends and topical issues, we can perform a social commentary, harnessing Chivas' playful TOV.
This resonates with our **GENTS** audience.

TECHNICALLY
ACCORDING TO
CHEMISTRY
WHISKY
IS THE
SOLUTION



Who are we to argue with science?



10:36 AM

News Feed

Chivas Regal UK
11 April at 17:42 · ⚙

In Virtual Reality, no one can taste Chivas. We prefer real life.
#VR



Jonathan Smith
15 minutes ago

News Feed Requests Messages Notifications 3 More



Hey **@tinder**, leave your cheesy chat up lines on the app. **This is how you break the ice ;)**

LIFESTYLE

In order to engage with our **GENTS**, we need to think and act like them.

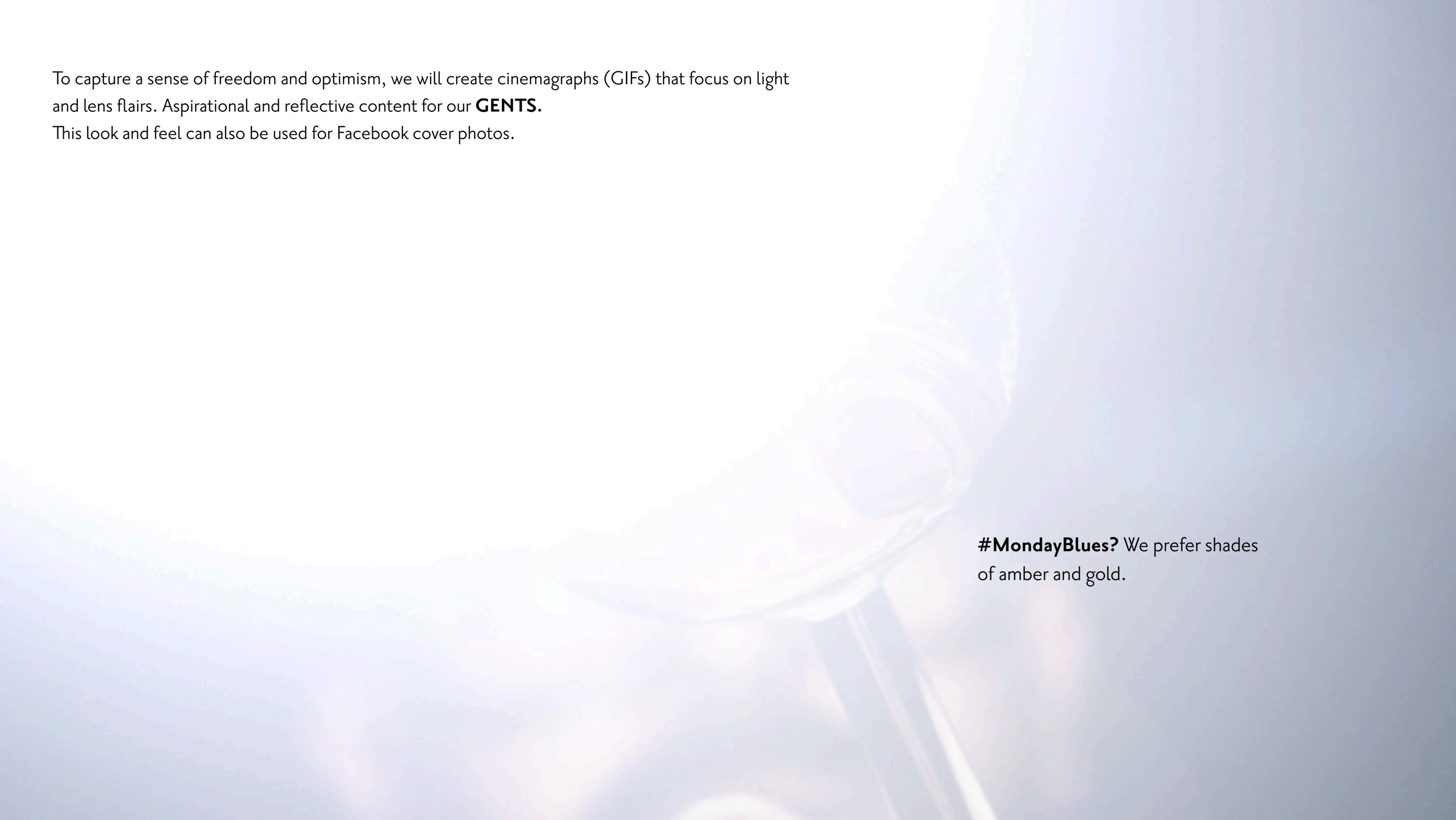
Aspirational, but achievable goals echo the entrepreneurial spirit of **Chivas** and form a common topic of conversation.



CHOOSE A GOOD

WHISKY.

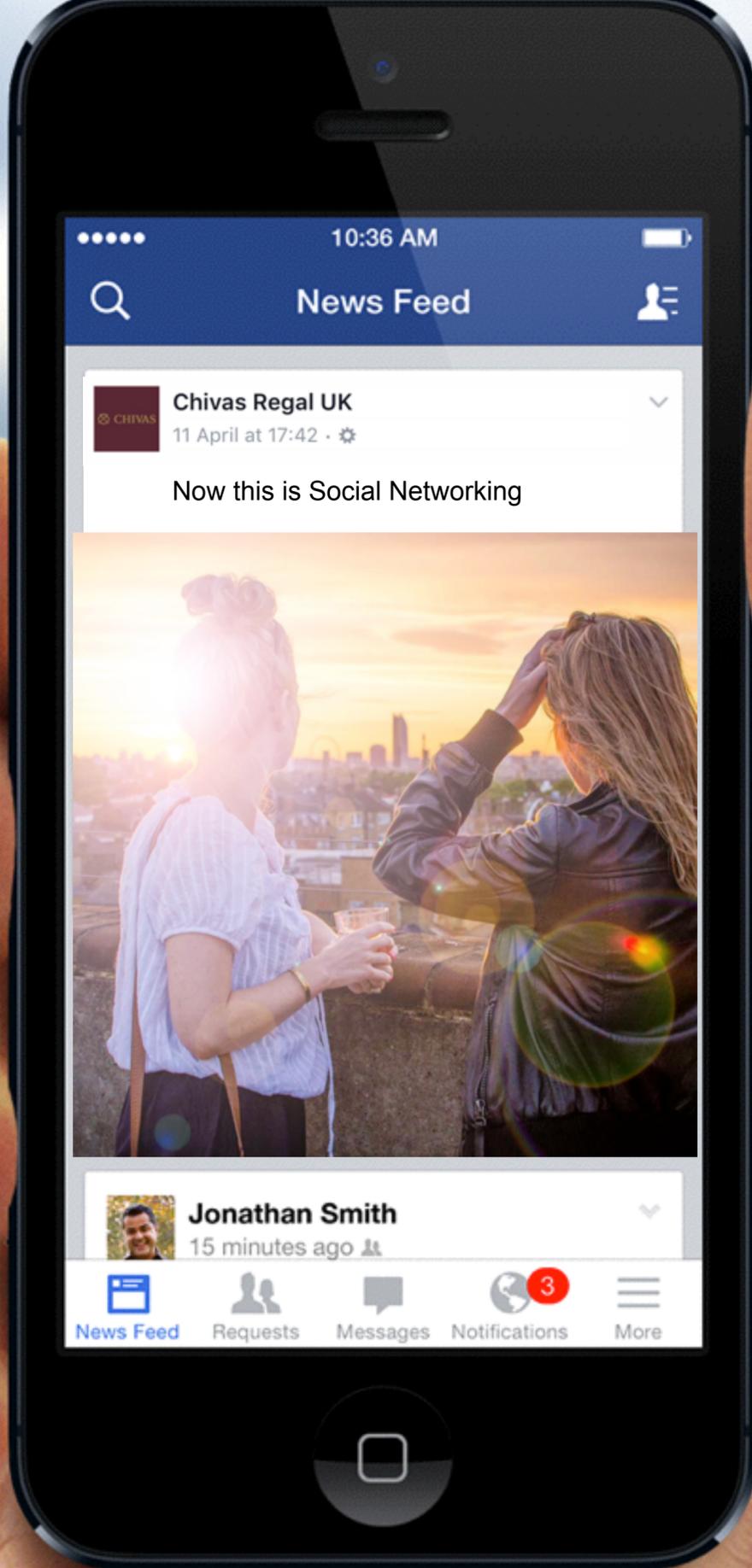
CHOOSE LIFE.



To capture a sense of freedom and optimism, we will create cinemagraphs (GIFs) that focus on light and lens flairs. Aspirational and reflective content for our **GENTS**.

This look and feel can also be used for Facebook cover photos.

#MondayBlues? We prefer shades of amber and gold.



BLOGS

We want to bring the Chivas social media and blog content together to create consistency and develop a stronger content strategy.

This will draw people to the website and build brand loyalty.

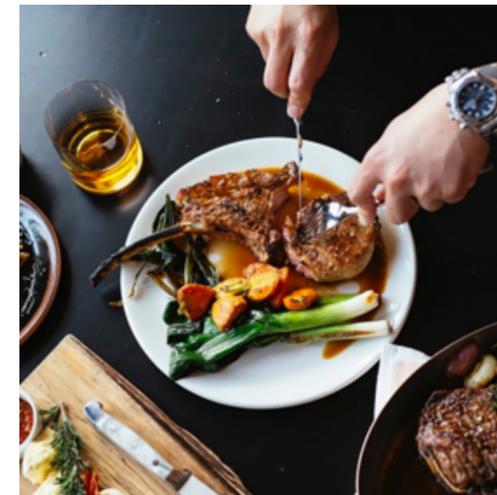
BLOGS

There's hidden depths in those barrels
<link to blog: <https://www.chivas.com/en-GB/latest-from-chivas/global/whisky/single-malt-or-blended-whisky>>

Blog extract:

When it comes to cooking, we like to keep it simple. You're strapped for time, but still like to enjoy good food – we get it. That's why we've come up with some show-stopping dishes that'll impress your dinner guests, or just your ego. And the bonus? Reaching for that bottle of Chivas Regal and creating something that's a cut above the rest.

So, let's get started on these sticky ribs.
Here's what you'll need...



Dinner date? Add a touch of class to your recipe... **#CookingWithChivas**
<link to blog on food and drink pairing TBC>

Time to broaden your horizons?

#ChivasRegal #Travel #Wunderlust



WHAT WE DO IN THE SHADOWS

To align our **GENTs** to the Chivas philosophy of championing that shared connections and experiences are better than those online, we will create a series of posts to show this in visual form. Inspired by the Chivas ads of the 90's, we will create a new spin that features more complex shadows, highlighting that the connection of friendship and success is best shared over glass of Chivas.

OTHER IDEAS

Row of Chivas bottles lined up with a shadow cast of a busy London skyline

Heading out out tonight?

#FridayFeeling #Chivas #Whisky

Chivas Blend Fizz cocktail with a shadow cast of an archer with a bow and arrow

Shoot for the moon.

#DreamBig #MondayMotivation

PRODUCT & BRAND

Champion Chivas in a new light. We need to be fun and fearless.
The new tone of voice is an important ingredient in this pillar, which will help us move away from sales-led content, and tap into the subconscious.

PLEASE
RELAX ~~STEAL~~ DANCE TOU
LIRT ~~SMOKE~~ WONDER FEEL
USE ~~EAT~~ SING LISTEN TALK
~~TOUCH NEON~~ LOOK COMMUN
EACH OTHER CAMERA

#QOTD

There's no escape; on the underground, on coffee shop sandwich boards and especially on social media: inspirational quotes are everywhere.

And in true, Chivas tongue-in-cheek fashion, we're going to have some fun with it through a series of stylised whisky images with quotes that tap into the psyche our audience and raise a smile.



So Black & White **#ChivasRegal**



Mind your language @RichardBranson **#ChivasRegal**



Tough day? **#ChivasRegal**



HERITAGE

Our **GENT's** are far from the stereotypical cigar loving, wingback lounging men of old, but they are interested in knowing more about what's in the dram they're drinking.

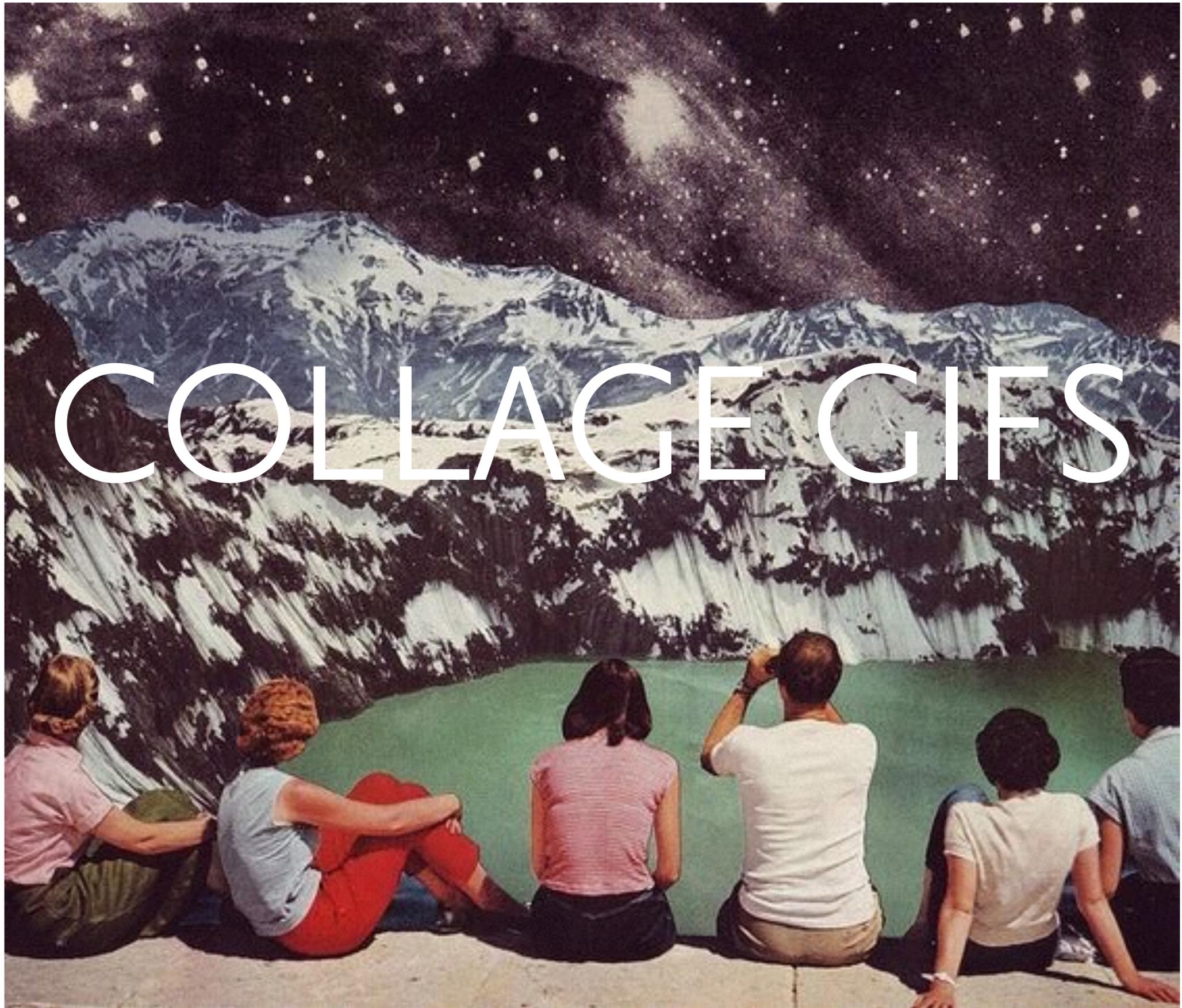
We want to create a series of storytelling gifs in the form of double exposure images, to show the product and the history of Chivas at the same time.



A grain's potential, realised.



The essence of generosity flows through every glass.





22 deg.

°	L. sin.			L. cos.			P. P.			
	D.	L. coséc.	L. tang.	D.	L. cot.	L. séc.	D.	L. sin.	L. cos.	
0		1.57518	31	0.42643	1.60641	36	15	0.333	1.96717	60
1		389	31	611	677	37	20	21	711	59
2		420	31	580	714	36	20	21	706	58
3		451	31	549	750	36	20	21	701	57
4		1.57482	32	0.42518	1.60786	37	15	0.333	1.9696	56
5		1.57514	31	0.42486	1.60823	36	15	0.333	1.9691	55
6		545	31	455	858	36	15	0.333	1.9686	54
7		576	31	424	894	36	15	0.333	1.9681	53
8		607	31	393	929	36	15	0.333	1.9676	52
9		1.57638	31	0.42362	1.6091	37	15	0.333	1.9671	51
10		1.57669	31	0.42331	1.6093	37	15	0.333	1.9666	50
11		700	31	300	1044	36	15	0.333	1.9661	49
12		731	31	269	1079	36	15	0.333	1.9656	48
13		762	31	238	1114	36	15	0.333	1.9651	47
14		1.57793	31	0.42207	1.6101	37	15	0.333	1.9646	46
15		1.57824	31	0.42176	1.6103	37	15	0.333	1.9641	45
16		855	30	145	1244	36	15	0.333	1.9636	44
17		885	30	115	1279	36	15	0.333	1.9631	43
18		916	30	85	1314	36	15	0.333	1.9626	42
19		1.57941	30	0.42052	1.6111	37	15	0.333	1.9621	41
20		1.57972	30	0.42021	1.6113	37	15	0.333	1.9616	40
21		1007	30	52	1349	36	15	0.333	1.9611	39
22		1037	30	22	1384	36	15	0.333	1.9606	38
23		1067	30	0	1419	36	15	0.333	1.9601	37
24		1097	30	0	1454	36	15	0.333	1.9596	36
25		1127	30	0	1489	36	15	0.333	1.9591	35
26		1157	30	0	1524	36	15	0.333	1.9586	34
27		1187	30	0	1559	36	15	0.333	1.9581	33
28		1217	30	0	1594	36	15	0.333	1.9576	32
29		1.58253	31	0.41853	1.6121	37	15	0.333	1.9571	31
30		1.58284	30	0.41822	1.6123	37	15	0.333	1.9566	30
31		314	31	386	1624	36	15	0.333	1.9561	29
32		345	30	355	1659	36	15	0.333	1.9556	28
33		375	31	325	1694	36	15	0.333	1.9551	27
34		1.58406	30	0.41698	1.6131	37	15	0.333	1.9546	26
35		1.58436	31	0.41667	1.6133	37	15	0.333	1.9541	25
36		467	30	305	1724	36	15	0.333	1.9536	24
37		497	30	275	1759	36	15	0.333	1.9531	23
38		527	30	245	1794	36	15	0.333	1.9526	22
39		1.58557	31	0.41543	1.6141	37	15	0.333	1.9521	21
40		1.58588	30	0.41512	1.6143	37	15	0.333	1.9516	20
41		618	30	222	1824	36	15	0.333	1.9511	19
42		648	30	192	1859	36	15	0.333	1.9506	18
43		678	30	162	1894	36	15	0.333	1.9501	17
44		1.58709	30	0.41388	1.6151	37	15	0.333	1.9496	16
45		1.58739	30	0.41357	1.6153	37	15	0.333	1.9491	15
46		769	30	238	1924	36	15	0.333	1.9486	14
47		799	30	208	1959	36	15	0.333	1.9481	13
48		829	30	178	1994	36	15	0.333	1.9476	12
49		1.58859	30	0.41233	1.6161	37	15	0.333	1.9471	11
50		1.58889	30	0.41202	1.6163	37	15	0.333	1.9466	10
51		919	30	152	2024	36	15	0.333	1.9461	9
52		949	30	122	2059	36	15	0.333	1.9456	8
53		1.58979	30	0.41048	1.6171	37	15	0.333	1.9451	7
54		1.59009	30	0.41017	1.6173	37	15	0.333	1.9446	6
55		1.59039	30	0.40986	1.6175	37	15	0.333	1.9441	5
56		090	29	951	2104	36	15	0.333	1.9436	4
57		098	30	902	2139	36	15	0.333	1.9431	3
58		128	30	872	2174	36	15	0.333	1.9426	2
59		1.59158	30	0.40832	1.6181	37	15	0.333	1.9421	1
60		1.59188	30	0.40801	1.6183	37	15	0.333	1.9416	0

67 deg.



The Chivas look and feel needs a summer lift. To do this, we will create artistic, layered collages made up of different elements. This represents our depth of character and many layers. Like an onion, only tastier. We'll place a beautifully shot of a bottle of Chivas at the centre to really push the message that Chivas is aligned to our G.E.N.T's culture and lifestyle.

BE BRASH.

BE BOLD.

BE NOTICED.

THANK YOU.