

ESTD  1790

BALBLAIR

HIGHLAND SINGLE MALT
SCOTCH WHISKY

DIGITAL STRATEGY | SOCIAL CONTENT | INFLUENCER STRATEGY



YesMore Ltd. 2019

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We built a strategy for the new brand of Balblair - built entirely on the brand's proposition of being *the* "True, Highland, Spirit"

A **content generation system** whereby every week, throughout the year we create breathtaking visuals with some of Scotland's top creatives.

Within the first month **reaching over 5.5 times** their own follower base.

Massively **increased sales** from the previous quarter.



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MARTIN MACDONALD - DISTILLERY OPERATOR

HARRY BAKER - OUTDOOR PHOTOGRAPHER

RONA MCMILLAN - OUTDOOR ADVENTURER

ELLIS O'CONNOR - LOCAL SCOTTISH ARTIST



"The fashions, the market and the whisky making process have changed for the better over the years – I'm incredibly fortunate to have been a part of it."

"Even with all of the change that has taken place, Balblair's roots haven't been forgotten, but celebrated and refined."

*#Balblair #BalblairWhisky
#WhiskyLovers #ScotchWhisky*

"My favourite memory of the Scottish Highlands is when I stayed in a bothy in the Cairngorms. I had no one else, or traffic noise around me...just me and my dog Coco, a wood burner and Scottish nature. Perfect!"

Harry Baker - Landscape & Outdoor Photographer

*#Balblair #BalblairWhisky
#WhiskyLovers #ScotchWhisky*

Being brave or bold doesn't mean you don't feel fear. It means doing what needs to be done in spite of fear and remaining true to your beliefs. We believe that Rona McMillan perfectly embodies Balblair's truths.

"Say yes to the things you've always wanted to do, take responsibility for your happiness and enjoy the sweetness of life."

"After a long week working in the studio finishing off paintings, shipping out orders and getting paintings ready for my upcoming shows, there's nothing better than toasting with a little dram! My studio sits right on the east coast of the island where I look over to the Isle of Skye so it's always a lovely experience to just sit and enjoy Balblair at the end of a working week in my favourite place on the island!"



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“YesMore’s focus on the brand’s ‘True Highland Spirit’ proposition really stood out to us as a great way to get our message across. The use of such a multitude of content creators has given the brand’s creative look and feel a real life and freshness.”

SAMANTHA PETER, HEAD OF DIGITAL & PR, IBHL



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