



What do
DEWAR'S
HIGHLAND PARK
GLENGLASSAUGH
DRAMBUIE
ABERDEEN ASSET MANAGEMENT
CUTTY SARK
&
GLENFARCLAS
have in common?

A *great story is the heart of a great brand—for what are brands, if not stories?*
That story and how it is told, is ultimately why consumers choose a brand and remain loyal to it.
DEWAR'S *speaks of entrepreneurship and innovation;*
GLENFARCLAS *of rugged independence; CUTTY SARK*
of a spirit of exploration and discovery.

Marketing tells those stories using many different means of communication: advertising, PR, sponsorship, social media and so on. All have their place, yet none have quite the emotional power and tactile appeal of a finely produced book. None can convey craftsmanship, heritage, authenticity and provenance with quite the understated authority of a finely produced book.

None will live as long as a finely produced book.

None are as welcome as a gift. None will see consumers willing to pay to own their personal copy.

BROLLACHAN *has worked with some of the world's great brands to tell their stories. To discover that story and how we could tell yours, read on...*



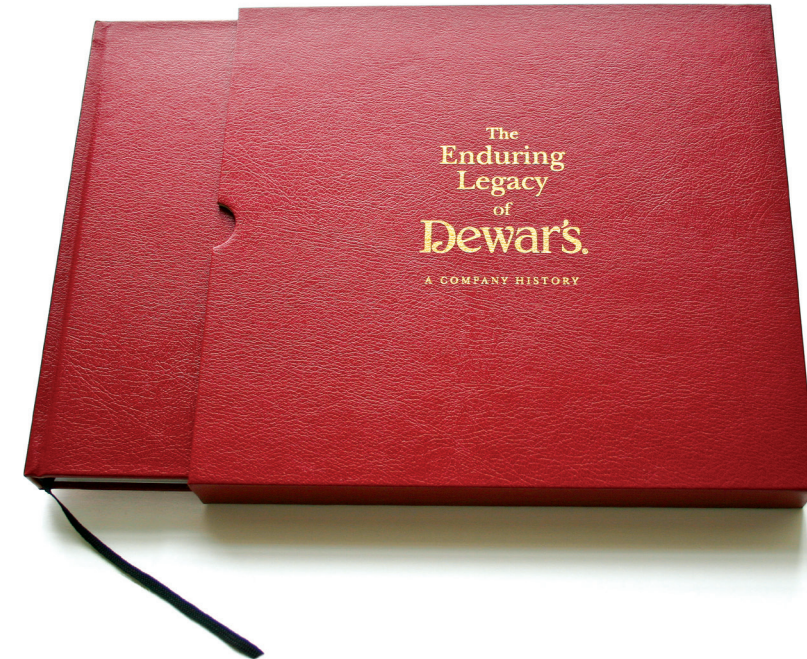
The Enduring Legacy of Dewar's

This handsome, full-colour volume draws extensively on the enviable DEWAR's archives to tell the story of the entrepreneurial Dewar brothers and to show the development of the brand from the firm's foundation in 1836 to the present day.

DEWAR's required an authoritative, independent account of their story to provide a memorable trade gift to key customers and new accounts in international markets; a training tool that restated the brand's unique heritage and a prestigious volume that would interest and engage whisky consumers.

BROLLACHAN undertook the whole project as a turnkey operation from archive research to final delivery. We were responsible for researching, writing and designing the book; securing renowned whisky writer Charles MacLean to provide the *Introduction* (thus underscoring the book's credibility amongst whisky enthusiasts); negotiating and managing the print and procurement; arranging a publishing contract so that the title appeared in bookshops and in on-line retailers such as Amazon and managing the supply chain to the door of DEWAR's warehouses, all for one total project fee.

Luxury leather-bound and hardback editions were provided for VIP distribution and a Chinese edition is now in preparation.



TITLE: *The Enduring Legacy of Dewar's*

AUTHOR: *Ian Buxton*

FORMAT & SIZE: *Landscape. 270 x 245 mm*

EXTENT: *190 pages*

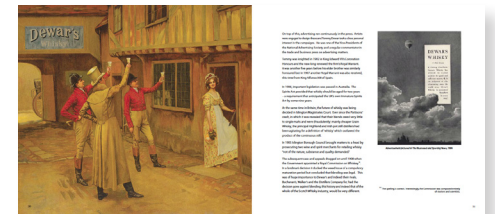
EDITIONS: *Presentation binding in leather with slipcase;
Hardback (both for private circulation only); Paperback*

PRICE: *£20 (Paperback)*

PUBLISHER: *Neil Wilson Publishing, Glasgow*

DATE: *November 2009*

DESIGNER: *Gill Allan*



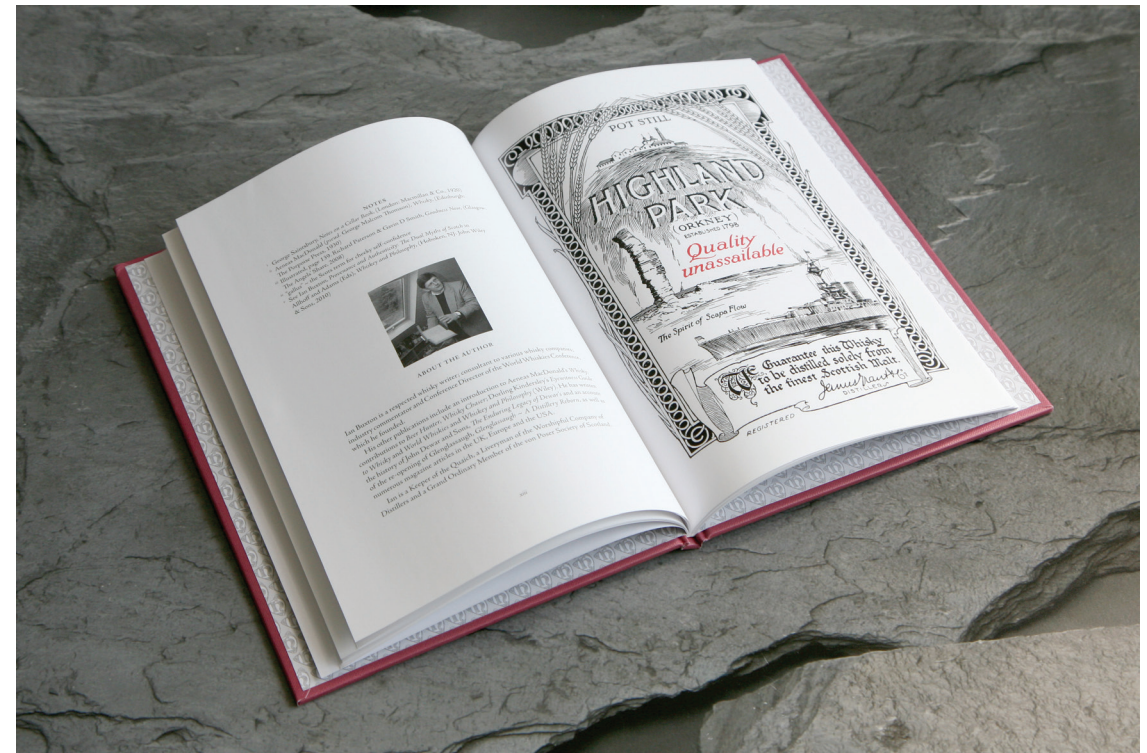
Highland Park: A Good Foundation

BROLLACHAN’s Ian Buxton discovered the 1924 original of this little book on Islay in 2009. Originally produced as a sales brochure to promote the 1924/25 season ‘new make’ to the blending industry it contained much of interest on production methods of the time, along with wonderful period photography of the HIGHLAND PARK distillery.

It transpired that there were no copies of the original in the HIGHLAND PARK archives and the brand owners were unaware of the book’s existence. On examination, it was also readily apparent that the text clearly supported four of the ‘five fundamental keystones’ used in today’s marketing—thus abundantly illustrating the authenticity of a brand positioning rooted in demonstrable historical truth. The opportunity of reprinting the brochure to underpin the brand keystones was immediately apparent.

Again, BROLLACHAN undertook the whole project as a turnkey operation from archive research to final delivery. Having found the original, we arranged its specialised hi-resolution scanning; Ian Buxton wrote a suitably scholarly *Introduction* explaining its contemporary significance and relevance; we sourced present day photography (and cleared rights for same) to parallel the images from 1924; negotiated the print and procurement of the new edition as a facsimile of the original complete with period cover blocking and oversaw delivery to the HIGHLAND PARK brand team.

Highland Park: A Good Foundation was circulated internationally to distributors and brand ambassadors; gifted to key writers and opinion formers; sold to the brand’s consumer database via an on-line campaign and is on public sale at the distillery’s visitor centre.



TITLE: *Highland Park: A Good Foundation*

AUTHOR: *Anon (1924) and Ian Buxton*

FORMAT & SIZE: *Portrait. 168 x 240 mm*

EXTENT: *44 pages*

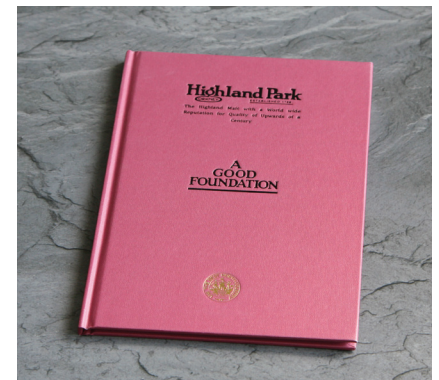
EDITIONS: *Hardback*

PRICE: *£6*

PUBLISHER: *Highland Park Distillery*

DATE: *June 2010*

DESIGNER: *Gill Allan*



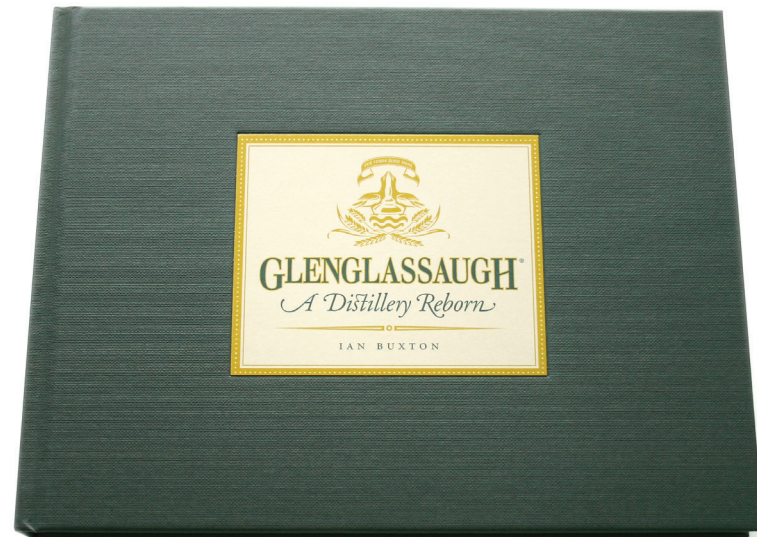
Glenglassaugh: *A Distillery Reborn*

Publication of this book represented the culmination of a two-year consultancy project, during which BROLLACHAN assisted the newly-formed GLENGLASSAUGH DISTILLERY COMPANY with the marketing, brand and management strategies associated with the re-opening of the distillery, originally established in 1875.

Prior to its successful re-opening in December 2008, GLENGLASSAUGH had been mothballed for many years and the whisky, never widely available as single malt, had been largely forgotten by all but a very small number of enthusiasts. Part of the rationale for the book therefore, apart from the detailing the distillery's fascinating history, was to demonstrate GLENGLASSAUGH's whisky credentials to a new international audience, entirely ignorant of the brand and product.

While the excellence of the remaining stock was convincingly illustrated by winning two major IWSC Trophies in 2009, the book was a vital tool in restating the heritage and provenance underpinning the product. Text and design worked hand in hand to support the brand values and positioning that BROLLACHAN helped develop. The credibility of the whole was further endorsed by the decision of Scotland's First Minister Alex Salmond to contribute a personal Foreword to the book—believed to be a unique accolade.

As retail distribution was essential, BROLLACHAN secured a publishing contract with well-known specialist whisky publishers NWP of Glasgow. The book was distributed to writers, consumer owners of private casks of GLENGLASSAUGH and is also available for sale at the distillery.



TITLE: *Glenglassaugh: A Distillery Reborn*

AUTHOR: *Ian Buxton*

FORMAT & SIZE: *Landscape. 245 x 190mm*

EXTENT: *136 pages*

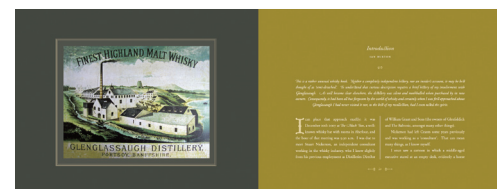
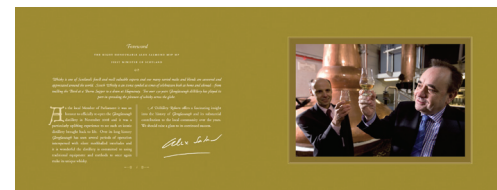
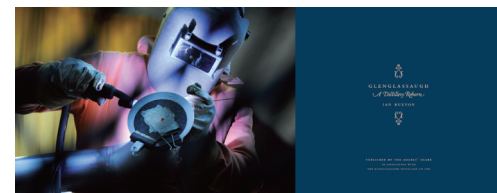
EDITIONS: *Hardback; Paperback*

PRICE: *£19.99 Hardback; £14.99 Paperback*

PUBLISHER: *Neil Wilson Publishing, Glasgow*

DATE: *July 2010*

DESIGNER: *Jules Akel*



Drambuie

The Jacobite Collection

When DRAMBUIE asked us for a ‘brochure’ to accompany their most luxurious and expensive product ever and explained the concept of an edition of just 150 bottles of 45 year old whisky liqueur in a craftsman-made casket, presented in a one-off hand-blown and engraved decanter, together with a replica of the Spottiswoode ‘Amen’ glass (to retail at £3,500) we demurred. What was required, we suggested, was a book ‘fit for a Prince’. Fortunately, they agreed.

The DRAMBUIE story is built around Bonnie Prince Charlie; his ill-fated fight to reclaim the British crown for the Stuart dynasty; the bloody end of ‘the ’45’ on Culloden field; his flight and exile and his gift of the DRAMBUIE recipe to the loyal Captain MacKinnon of Skye.

Every aspect of the book was designed to reflect that romance and Royal heritage. The book was printed letterpress on exceptionally soft and heavy paper, as it would have been in 1745; it was hand bound in goatskin using lavishly marbled endpapers and we commissioned two wood engravings especially to accompany Ian Buxton’s text. This tells the story, not just of the product, but of the whole Jacobite movement and its symbols, thus placing every element in the Collection into a historical context that is completely resonant with the brand. Some ‘brochure’, then.

Did it work? Launched in September 2011 at TFWA World, Cannes, the DRAMBUIE Jacobite Collection won ‘Best Drinks Launch’ and ‘Luxury Drinks Brand of the Year’. With canny Scots reserve, DRAMBUIE describe initial trade reaction and orders as ‘highly encouraging’.



TITLE: *Drambuie. The Jacobite Collection*

AUTHOR: *Ian Buxton*

FORMAT & SIZE: *Portrait. 85 x 132mm*

EXTENT: *36 pages*

EDITIONS: *Hardback, hand bound in goatskin. 150 copies only*

PRICE: *For sale exclusively with Drambuie's Jacobite Collection. £3,500*

PUBLISHER: *The Drambuie Liqueur Company*

DATE: *September 2011*

TYPOGRAPHER & PRINTER: *Phil Abel*



Guide to Burns & Whisky

As befits one of the largest and most successful investment management companies in the world ABERDEEN ASSET MANAGEMENT (AAM) are shrewd. Some years ago they recognised that corporate entertainment and hospitality reaches a peak in financial services round Christmas but it was hard to build a quality guest list when potential targets had so many competing invitations. So a distinctive programme of entertainment in January was devised, built around Burns Night—thus simultaneously reinforcing their Scottish credentials (with all the financial prudence that implies) and creating a unique and distinctive occasion.

From an initial pilot in Switzerland, the ABERDEEN ASSET MANAGEMENT Burns Night programme has expanded internationally to include events in the UK, Germany, Austria, The Netherlands, Sweden, Italy, Hungary, the USA and Canada. AAM now bring in top whisky experts such as Charles MacLean and Ian Buxton to host the evening, along with a piper and other Scottish entertainers. Naturally, some of Scotland’s finest drams are served and the event is now a keenly sought-after ‘hot ticket’ occasion in financial circles.

As its geographical reach expanded it became evident that not all guests fully appreciated the nuances and rituals of Burns Night. For the 2012 programme therefore, we wrote, designed and produced this little book to provide an insight for guests into the celebrations and associated protocols of Burns Night and the drinking and enjoyment of fine whisky. As well as presenting this to guests at the Burns Night, ABERDEEN will use their *Guide to Burns & Whisky* as part of a wider hospitality programme.



TITLE: *The Aberdeen Asset Management Guide to Burns & Whisky*

AUTHOR: *Ian Buxton*

FORMAT & SIZE: *Portrait. 110 x 165 mm*

EXTENT: *80 pages*

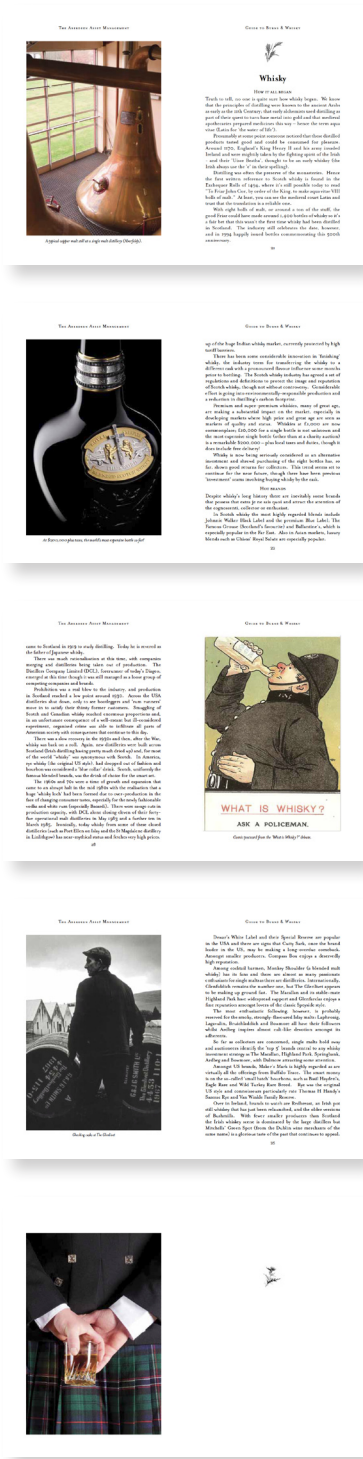
EDITIONS: *Hardback*

PRICE: *Not for sale—corporate use only*

PUBLISHER: *Brollachan and Aberdeen Asset Management*

DATE: *November 2011*

DESIGNER: *Gill Allan*



Cutty Sark. The Making of a Whisky Brand

CUTTY SARK was acquired by The Edrington Group in April 2010 and we were immediately asked to work on some aspects of the planned relaunch of this iconic old brand. It was immediately apparent that its rich story had been neglected yet would provide much of the background to repositioning CUTTY SARK for today’s drinkers.

A book was seen as an ideal way of conveying this heritage and, because CUTTY SARK is a blend, it seemed natural to engage a number of the world’s top drinks writers to tell this story. Like a quality blend, this ensured a number of voices and styles could combine to create something greater than the sum of the parts.

Having determined the broad outlines of the blend (the individual chapters), Editor Ian Buxton was charged with recruiting the ‘crew’. Along with Ian, Helen Arthur, Dave Broom, Charles Maclean, Marcin Miller, Martine Nouet, F Paul Pacult, Gary Regan, Neil Ridley and Gavin D Smith all contributed. We worked with CUTTY SARK’s main design agency to finalise the look and we managed all print procurement and the final supply chain.

Because it was considered important to get the book into worldwide retail and on-line distribution we approached top Scottish publishers Birlinn. Once they saw the strength of the proposal and the team of authors they were delighted to accept *Cutty Sark. The Making of a Whisky Brand* onto their list, further endorsing the book’s credibility and status.



TITLE: *Cutty Sark. The Making of a Whisky Brand*

AUTHOR: *Various. Edited by Ian Buxton*

FORMAT & SIZE: *Portrait. 220 x 280 mm*

EXTENT: *224 pages*

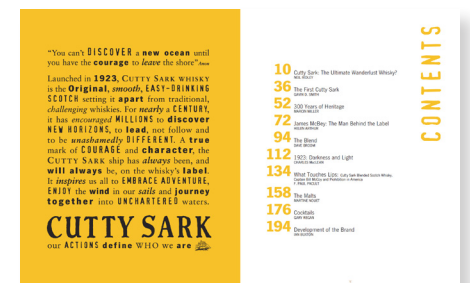
EDITIONS: *Presentation binding in leather (for private circulation); Hardback*

PRICE: *£25 (Hardback)*

PUBLISHER: *Birlinn, Edinburgh*

DATE: *November 2011*

DESIGNER: *Mountain CDC*



Glenfarclas. An Independent Distillery

One theme runs through everything GLENFARCLAS does and stands for: independent family ownership.

2011 marked 175 years of operation at the distillery which, since 1865 and for six straight generations, has been owned and operated by the Grant family. Naturally they organised some celebrations including a memorable ceilidh, special bottlings, a Royal visit and a commemorative book.

This lavish volume is designed both as a culmination and record of the year and as a lasting history of a company, family, brand and place which are now inextricably linked. In view of its importance and interest to malt whisky enthusiasts worldwide a publishing contract was arranged and the book was produced to an exceptionally high standard on luxury stock, incorporating blind embossing and foiling, together with traditional head and tail bands and a silk marker ribbon.

We commissioned well-known photographer John Paul of Inverness to provide exclusive new photography and combined that with archive material, largely unseen for around 100 years. As a happy by-product of that research, the book contains previously unpublished material on the Pattison's scandal.

But *Glenfarclas. An Independent Distillery* is above all a celebration of a remarkable story of single-minded achievement that is increasingly rare in the spirits industry. A great story and one that we were proud to tell.



TITLE: *Glenfarclas. An Independent Distillery*

AUTHOR: *Ian Buxton*

FORMAT & SIZE: *Landscape. 300 x 245 mm*

EXTENT: *184 pages*

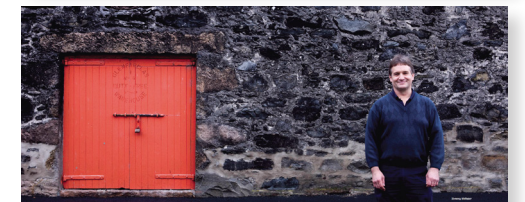
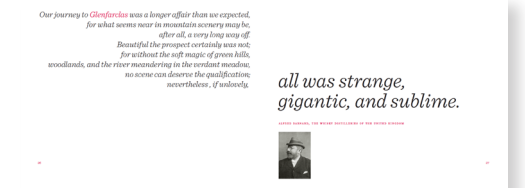
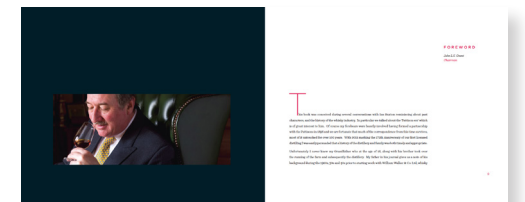
EDITIONS: *Hardback*

PRICE: *£35*

PUBLISHER: *Neil Wilson Publishing, Glasgow*

DATE: *November 2011*

DESIGNER: *Jules Akel*



Telling Your Story

As we hope is apparent from these case studies, every project we undertake is as different as the brand behind it. These brands are very different and so too are the books that tell their story. So how would we work with you?

An initial meeting—without cost or obligation—would aim to outline a brief, describing the commercial role of the project; its place in the brand’s overall strategy; the desired audience and their response and so on. From this we would suggest an initial approach and working budget.

It is important to stress at this point that, with the correct planning, the project could self-liquidate or even return a profit to the brand from sales either direct to the consumer or via your distributor network.

Following confirmation of the project, we would then work through the following stages:

RESEARCH, INCLUDING BRAND INDUCTION; COMPANY AND EXTERNAL ARCHIVES; LITERATURE ETC

DRAFT TEXT & CONCEPT DESIGN. BUDGET DEVELOPMENT & BUSINESS CASE (IF REQUIRED)

FINAL TEXT & DESIGN; NEW PHOTOGRAPHY (IF REQUIRED).
NEGOTIATE PUBLISHING AGREEMENT (IF APPROPRIATE)

PRINT PROCUREMENT. COST FINALISATION

PRINT AND DELIVERY.

LAUNCH, POTENTIALLY WITH PR ACTIVITY TO SUPPORT

As a general rule, we prefer to undertake such projects on a turnkey basis, using our own nominated designer and print suppliers within the agreed budget — as only then can we be responsible for the finished quality. However, on occasion, we have worked with client-appointed designers or others.

As a commissioned book you retain copy and design approval and the text will be developed in collaboration with you. However, as a recognised and widely published author and authority on whisky, Ian Buxton retains the right to final text approval where his name appears as ‘author’, especially in the event that a publishing agreement has been negotiated on your behalf.



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