



The Challenge

- Reach the correct high-net-worth individual audience, individuals that have both the affordability and resonance with The Glenlivet brand.
- Driving awareness and acquisition for The Glenlivet Guardians. Position The Glenlivet and The Glenlivet Guardians correctly to the target audience, driving an always-on approach.

The Solution

- Utilised LinkedIn's 18+ targeting parameters to identify the Mass Affluent and relevant audience segments, before the campaign. Utilise Demographic reporting during the campaign for continuous optimizations.
- Dynamic Ads to acquire followers, and drive registrations and interest in The Glenlivet Guardians.
- Focus on Sponsored Content for educational purposes and to drive further registrations.

The Results

2 700

Social Interactions

Generating additional virality across the LinkedIn platform.

Over

700

New Followers

Providing on going lead generation opportunity.

X2

Benchmark Performance

Click-through and Engagement rates.



Key take-aways

- In Africa, brands cannot advertise alcohol use on the LinkedIn platform. However, instead of discussing consumption in general, brands may highlight aspirational and luxury characteristics of their items.
- The Glenlivet adhered to LinkedIn's guideline of not uploading photos of alcohol bottles or prices; instead, they focused their campaign on appropriately portraying The Glenlivet and The Glenlivet Guardians to the target audience through an upliftment strategy.
- The Glenlivet executed a successful campaign on LinkedIn while adhering to the platform's alcohol advertising rules and regulations.

