

THE ASK

Client Asks for:

- 12 month campaign
- \$20mm marketing budget
- Introducing new style London Dry GIN to US
 - 6 month proof of concept test
 - Manhattan / Los Angeles



GHOST GIN MARKETING STRATEGY

- Exclusive, hard to find, be the first Pull based business plan, for a luxury exclusive brand

Lead, don't follow.

WE ARE A LUXURY EXPERIENCE IN A GLASS

- SUPER PREMIUM
- DIGITAL
- GUERILLA
- FORGET DEMOGRAPHICS, FOCUS ON ARTISINAL DRINKERS
- FOCUS ON BUYERS, INSURE TRIAL & REPEAT
- REVERSE ENGINEER THE INDUSTRY IN EVERYTHING WE DO



OUR MARKET

- Primary: male / female artisanal gin drinkers
- Secondary: artisanal white spirit drinkers



<https://youtu.be/h8sDlamSM8c>

CHEERS!



PRODUCT NAME STRATEGY

- Primary objective: Memorable Bar Call
- Secondary Objective: Historical East India Company Homage

- GHOST

- Bespoke London Dry Gin
 - *Your Spirit is Inside*

- Rationale

Ghost-ing (gōst/ing) *verb* gerund or present participle: **ghosting**

1. sail smoothly and effortlessly on calm seas
2. time of respite for sailors to drink



Ghost



A Bespoke London Dry Gin

ANY DAY NOW

CHANGE THIS PAGE



INTRODUCTORY TEASER CAMPAIGN

- Manhattan





Ghost Martini poster / social media visual



Have you ever been to a launch party that actually was?



Teaser Invitation



May 1. The biggest British invasion to take on New York in over 50 years.



NY teaser street poster/social media



*On the evening
of May 1, you
are invited
to see what he
and 499 of his
friends have
to do with gin.*

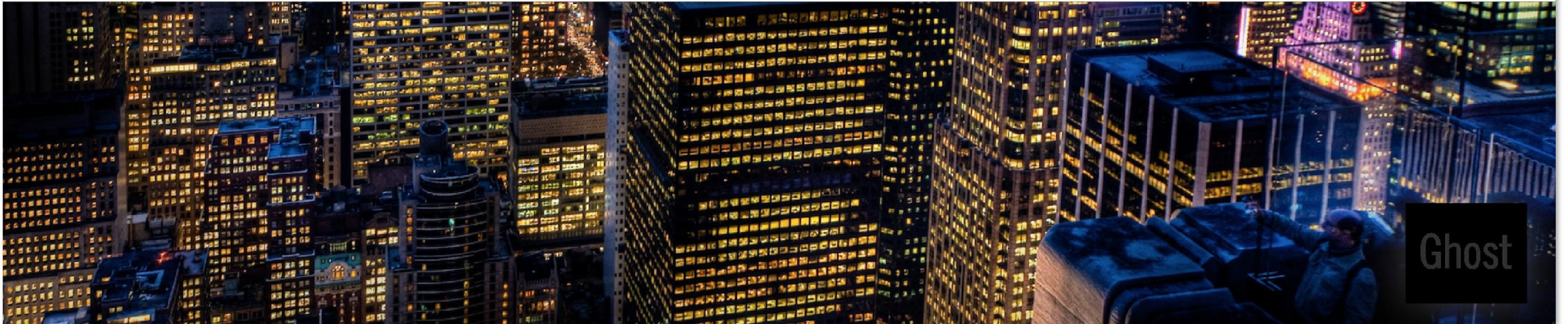


Ghost

NY teaser street poster/social media



On Friday, April 13th, 2018, NY will be a **GHOST** town



NY teaser street poster/social media



*Tonight, New York becomes a Ghost town.
Onassis Reservoir, Central Park.*



Ghost

“Day of” Twitter post teaser



MAJOR PUBLIC RELATIONS INTRODUCTION



Name: The British Are Coming

What is it: A three-night event in beginning May 1, 2018. 9:00 PM

The East India Company ships will proudly sail once again— a 600 X 600 foot lighted drone merchant ship created with 500 synchronized, color-changing Intel drones flying 400 feet above the Onassis Reservoir in Central Park. VIP and press rooftop viewing parties made up of preferred retailers and hand-picked lifestyle influencers will behold the wonder — and spread the word, touting the marvel to their millions of social media followers.

Why are we doing this:

This disruptive visual event will officially launch Ghost Gin, driving massive paid, earned and owned media coverage and consumer interest as the new product sails into the United States.

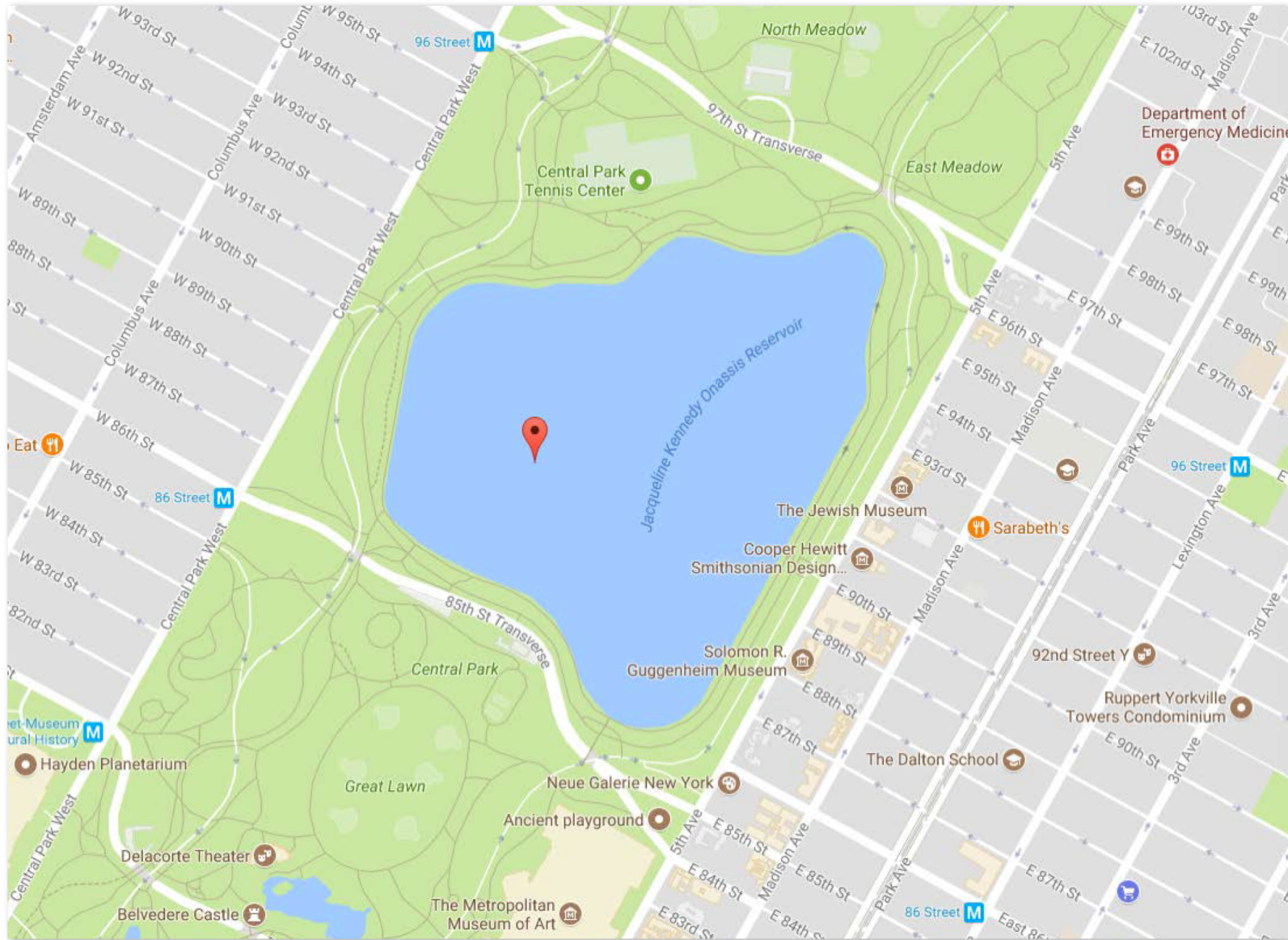




Ghost Ship



Ghost GIN Drone Show



NY Drone Show location



Central Park Onassis Reservoir

OXFORD AMBASSADORS

- 24 full time professional brand ambassadors
- Heritage and Spirits development: *Oxford University*
 - Hospitality training: *The Ritz Carlton*



Name: Our Oxford Ambassadors

What is it: 24 full time professionally trained brand ambassadors

Men and women of class trained by an Oxford University & Ritz-Carlton hospitality group replace the clichéd busty babes of yesterday. These smart, charming lads and lasses will serve as one part host, one part historian, one part bartender, one part entertainer, and all parts British. They will be present at all of our events and will serve as our boots on the ground — dressed in white tuxedos by Tom Ford.

Why we are doing this:

We firmly believe in leading, not following. Our Oxford Ambassadors will disrupt the old guard of spirit clichés and tired marketing tropes. They look smart, they act smart, they sound smart -- because they are smart.





The Oxford Ambassadors



TASTING TOURS



Name: History of Gin Tour

What is it:

Three-day events across the country. University of Oxford presents the history of gin, set inside a life-sized recreation of famous The Viaduct Tavern — the last-surviving gin palace in London. Hollywood set designers have recreated a modular adaptation down to the last, bespoke detail. It will travel from city to city across the U.S. Tour goers will not only learn about, but experience the history of the London Dry Gin, gin and tonic, martini, and The East India Company.

How does it work:

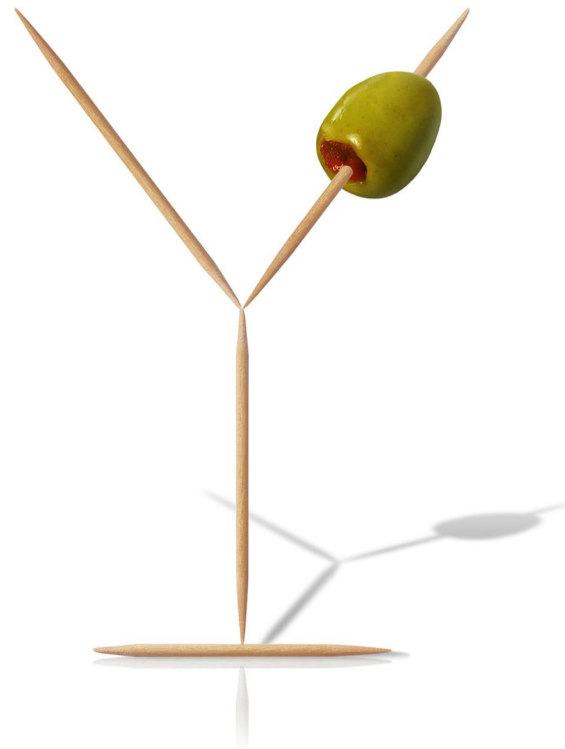
The reservation-only Viaduct Tavern tours and gin tastings will take place on the premises of Ritz-Carlton Company and commensurate institutions in preferred markets. Participating venues will post prominent sign-age to direct sufficient clientele to each event. Like you, the Ritz-Carlton company is a valued partner and a fitting venue for this experience.

Why are we doing this:

Our history of gin tour will engage media, influencer's and consumers in numerous local markets across the United States, continuing to build on the momentum created by the launch. The tour will educate consumers, influencer's and lifestyle media targets about the product and the history of gin, while delivering a truly unique tasting experience.



The University of Oxford
presents
The History of Gin



Presented by:
The East India Company

THE
EAST INDIA
COMPANY
LONDON



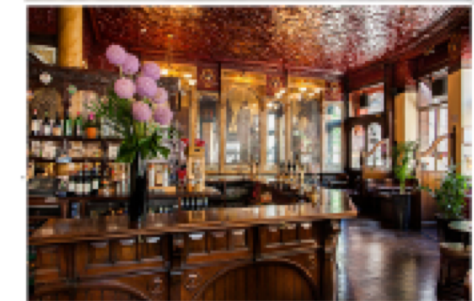
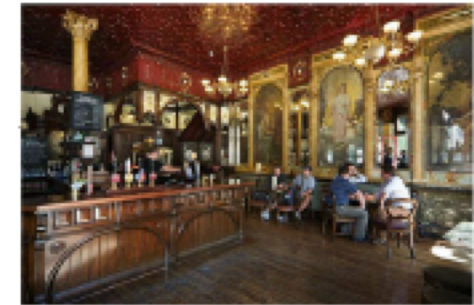
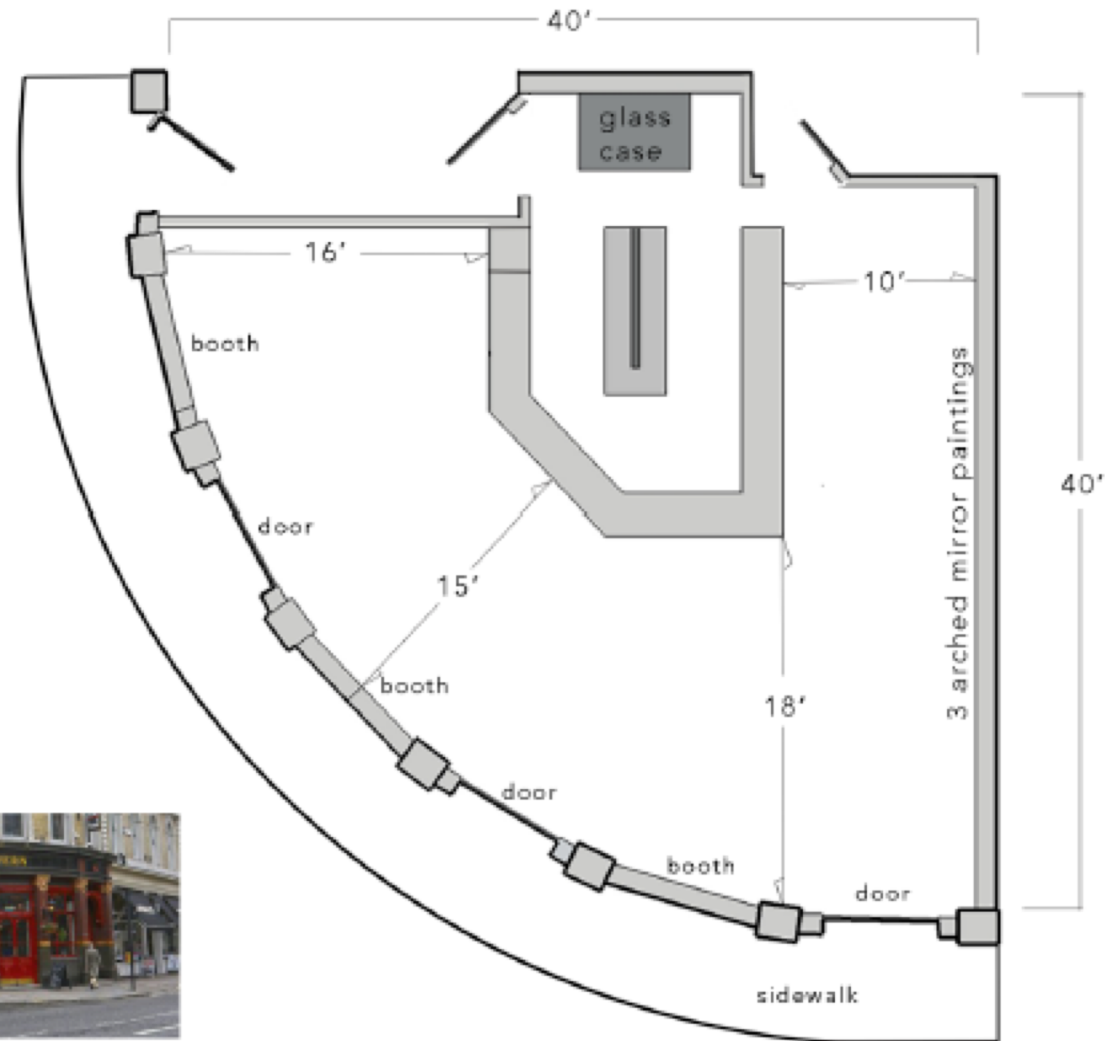
A Beefeater London Dry Gin





VIADUCT TAVERN LONDON

measurements are
"best guess" from
Google Images.
LL





TESLA MEGA MARTINI TOURS





GRASS ROOTS = SALES



What it is: The Junior League partners with our Oxford Ambassadors

At each stop on the travelling Viaduct Tavern tour, invite-only pre-opening receptions will be held for local chapters of The Junior League or similar women's groups. They partner with our chosen distributors to recruit pre-chosen on and off-premise preferred accounts. Chapters of The Junior League will compete on a national level to win rewards and all-expenses-paid getaways to our distillery in the United Kingdom.





Ghost Gin cordially invites the Colony Club to your very own botanical garden.

Junior League invite / competition rules

Name: Our Mascot

What is it: SHEEPDOG IN TWEED SUIT



DRINK RESPONSIBLY MESSAGING



Ghost

A Bespoke London Dry Gin



Ghost Martini “Drink Responsibly” poster

RETAILER SELL IN KIT





VIP Presentation Kit



SERVICE RITUAL AND DELIVERY





Martini Ritual Components



PROMOTIONAL AND WEARABLES





Wearables



Can you gin?
If you are 21, click on crest



Website

<https://youtu.be/ladAV3BMxvg>

CHEERS!

