

## A double tot for a double dip recession

Scotch whisky makers Grant's may have the perfect blend in their marketing strategy to weather any sluggish economic climate. The euro debt is not easing and the markets are fragile. With rumours abound everywhere of an impending double dip recession it is expected that brands will slash advertising budget to the chopping block without hesitation.

 By [Banele Rewo](#) 28 Sep 2011

On the other hand though, alcohol brands actually enjoy somewhat healthy if not excellent sales during troubling times. With the expected decrease in noise and clutter, brands need to be innovative if they aim to increase or gain a competitive advantage over rivals.

### Adopting adopters

Grant's Whisky has adopted a stealth approach to keeping the brand top-of-mind should we truly and well fall into recession. The brand uses the ubiquitous influence of early adopters to infiltrate where marketers can

Grant's selected a few individuals who fit their desired market and these are primed to be seeders. The chosen gentlemen are given comprehensive insight, history and proper etiquette for enjoying Grant's Whisky. To ensure that these influential individuals do more than advocate the brand and actually convert within their comfortable close circles.

Grant's presented the selected individuals with the Scotch at steady monthly intervals around the time the individuals are most likely to come together. This approach penetrates deep into the desired market without the wastage affiliated with every other marketing approach. This is basically multiplying brand ambassador without the multiple petrol cards.

### No need to drink and drive

A new report by Mintel International, a market-research firm, shows that a growing number of Americans are guzzling down wine and spirits at home as opposed to in bars and restaurants, and many are trading down cheaper brands as they seek fiscally conscious ways to party in a sluggish economy! Grant's Family Reserve Blend fits the bill and hand perfectly with its tri-angular shape without compromise of the Scotch legacy or mortgage payments..

### The results...

Turning natural influencers into advocates is extremely cost effective and is one of the few options available during economic downturns. McGraw-Hill Research conducted a study of U.S. recessions from 1980-1982. Out of the 600 business-to-business companies analyzed, the ones who continued to advertise during the 1981-1982 recession hit a 256-percent growth by 1985 over their competitors that eliminated or decreased spending.

Contemporary, innovative and cost effective methods of communications are always relevant regardless of the economic outlook. Grant's have shot it straight by seeking to influence directly within groups that are comfortable with each other and most likely to convert because billboards do not convince you to make a

decisions, people do.

## ABOUT BANELE REWO

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