

CHIVAS

BOTTLED QUINTESSENCE

Innovating the luxury drinks sector
with modern prestige



CHIVAS

Strategy and naming

Inspired by the perfume industry, we reinvented the way Chivas makes its whiskey to create Chivas Regal Ultis.

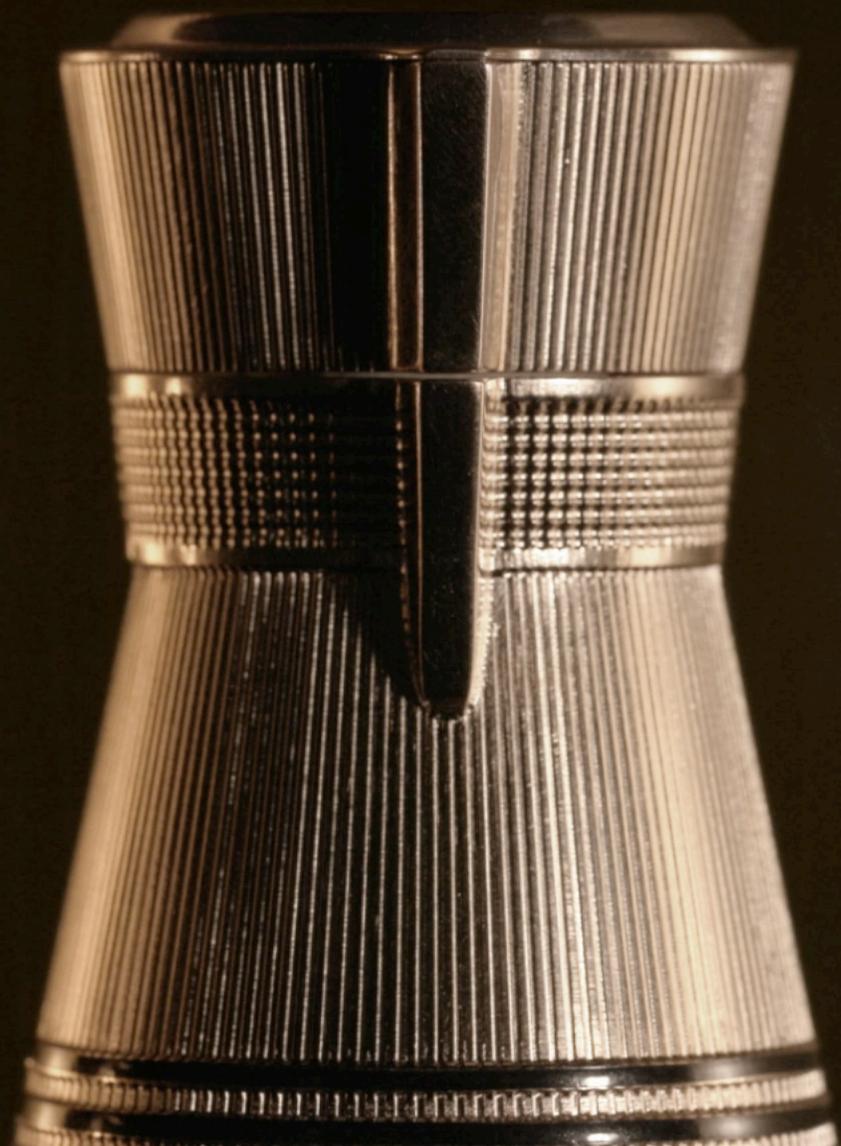


CHIVAS

Identity

Modern, statuesque and meticulously detailed with a launch strategy that allowed people to discover the new product through all five senses.





OUR ULTIMATE WHISKY.

CHIVAS

Activation

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Everything was very well received – the best I have seen a product received in my years working at CBL. They loved the concept, packaging, and the drinks ritual especially was a star and the prestige team at Holding were extremely impressed.

LAURA HANRATTY,
GLOBAL MARKETING MANAGER
CHIVAS ULTRA-PREMIUM & PRESTIGE

