

# THE MINISTRY OF MARGINALLY SUPERIOR MARKETING

Hendrick's gin uses a quirky mix of data, social listening and mail to reinforce its unique brand.

Hendrick's was the world's first unusual gin. It became so successful that everyone started copying it and the marketplace became crowded with novel craft gins. To keep their product on everyone's lips, Hendrick's needed to reinforce their brand by being as interesting and as odd as their product.

Social data told Hendrick's that, while fans loved travel, they hated their daily commute, resulting in 7,000+ frustrated tweets daily. There was an opportunity to infuse peculiar delight into people's everyday journeys by being entertainingly helpful. Enter Hendrick's "Ministry of Marginally Superior Transport."

@HendricksginUK Twitter account was dedicated to making the dire transit situation slightly better. Hendrick's proactively tweeted, replied and sent personalized videos to those in need, creating more than 750 pieces of content over a two-week period. And, when people had heard enough of train delays, poor etiquette and atrocious manners, a cucumber-shaped, cocktail-laden replacement bus service took to the streets. What really got people focusing on Hendrick's were the things



that arrived by mail. Travelling cocktail kits, Frantic Air Nudgers (FANs), stylish Oyster Card holders and copies of Hendrick's hilarious newspaper, *The Unusual Times*.

The campaign was the most successful William Grant & Sons had ever seen. Hendrick's was mentioned five times more than their big-budget rivals. There was a

staggering 10,800 per cent increase in content views compared with previous campaigns.

This integrated campaign treated everything as content – whether fleeting or keepsake, social media or direct mail – to design a unique experience that entertained and took the edge off the ordinary.

CLIENT: William Grant & Sons PRODUCT: Hendrick's Gin COUNTRY: United Kingdom AGENCY: Gravity Thinking AGENCY TEAM: Creative Director – Martyn Gooding, Senior Creative – Kylie Lewis, Art Director – Ben Carroll, Designer – Joana Couto, Creative Technologist – Tom Goldthorpe, Production – Pebble Studios, Head of Planning – Jane Hovey, Business Director – Michaela MacIntyre, Account Director – Sophie Rivet, Content Planner – Jess Gough, Community Manager – Tom Kelly, Senior Brand Manager – WG&S Sam Bovill, Media & Experiential – The Village Communications, PR – Splendid Communications.

