



Brief set by

William Lawson Scotch

In collaboration with

Emily Williams, Born Social

Scrap the stuffy side of whisky for unconventional drinkers in Belgium and beyond

Additional Prizes

Three winners will have the potential to turn their idea into a reality with a £10k activation budget.

Deadline

21 March 2023, 5pm GMT

The backstory

William Lawson Scotch is one of Belgium's most popular Scotch whiskies and is consumed around the globe. Their campaigns always flip the category on its head and invite new drinkers to the fold. With a 'no rules' approach to their brand, they see unconventional solutions where others do not.

But as with many traditional Scotch drinks, William Lawson is finding that younger audiences aren't as engaged. Either they hate the taste of Scotch or it's something they think their dad drinks. William Lawson want to make Scotch fun and easier to drink. Which is why in 2023 they are launching a lower alcohol Scotch called Highlander Orange. A smooth, zesty and refreshing whisky with orange marmalade to deliver a bold and vibrant citrus taste. How they bring the fun is up to you.

What's the challenge?

Create a 60 second social-first video designed for YouTube Shorts or Instagram Reels to promote William Lawson's Highlander Orange to the next era of whisky drinkers in Belgium, with scalable appeal.

Your film should encompass William Lawson's brand purpose: challenge bullshit conventions in bold and humorous ways, and engage those who might not have traditionally considered drinking whisky before.

Who are we talking to?

18 to 29 year olds in Belgium. This is one of William Lawson's biggest markets, so they are looking to launch the idea in Belgium first, but your idea should have global appeal and scope for scalability in other markets.

Things to think about

Out with the old

Focusing on a market that is already familiar with William Lawson presents its own challenges. Familiarity doesn't always equal brand loyalty. How can you shake up this brand for the next generation that might traditionally see William Lawson as a drink for their parents and grandparents?

For group adventure

William Lawson is a brand for adventurers; people who are bold and unconventional, who have a close group of supportive friends who they love to travel and adventure with. How can you invoke this spirit?

In particular this group loves drinking as a social activity rather than drinking alone. How can you bring this new whisky to the table alongside the regular group drinking staples in Belgium such as beer? William Lawson aren't trying to replace beer, they just want people to be aware that the option exists if they need something else.

Remember your channel

This brief is specifically for YouTube Shorts and Instagram Reels, as you cannot promote alcohol on other channels such as TikTok. Think about the uniqueness of these channels. How can you prevent your response feeling like it was made for somewhere else and simply copy and pasted onto another channel?

The William Lawson way

William Lawson have included some helpful documents in your brief pack that further explain who they are (and who they are not), what the new product is, and their brand identity. The key things to remember:

They don't take life too seriously: they have a witty sense of humour and make people laugh through the unexpected.

They're bold: be brave and do things your way!

They're unconventional: if it feels like another brand would make it, it isn't right for William Lawson.

Only a handful of brands are standing out above the noise of generic spirit ads. How can you bring something new to the table without feeling like a carbon copy of a certain famous movie star's gin brand?

Social responsibility

Promoting alcohol carries laws and restrictions. You can find a full list of dos and don'ts in your brief pack. Make sure you keep referring back to these throughout the development process so that your idea stays on brief, and stays responsible.

The important stuff

Your response must include:

Your short film. A 60 second short film shot in vertical format, suitable for YouTube Shorts or Instagram Reels.

Your creative process. An explanation of your idea and why it would resonate with the audience.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).