



CUTTING THROUGH THE COMPETITION FOR WHITLEY NEILL GIN

World Gin Day 2018 saw us create a zero calorie gin mist which national media lapped up. We installed mechanical orbs in three London bars, each of which emitted a different Whitley Neill Gin flavour.

At a time when over 300 gin distilleries in the UK were vying for coverage, we achieved exposure in the Evening Standard, Metro, Mirror Online, City AM, Good Housekeeping, Prima, Woman, Pretty 52, Cosmopolitan and many more, with a reach of over 22 million consumers.