westbury communications

WHITLEY NEILL
LONDON DRY GIN
INSPIRED BY AFRICA • MADE IN ENGLAND

CASE STUDY:

CAMPAIGN: Whitley Neill Premium Gin

CLIENT: Whitley Neill

To launch boutique gin into highly competitive spirits market by establishing street-cred among London mixologists. Their recommendation, combined with national media coverage, generated new listings.

RESULTS:

Audience Reach: 8.5 million

Editorial Value: £100, 000

Sales Increase: 43 new listings generated

CAMPAIGN HIGHLIGHTS

- Coverage across top drinks columns with photography
- Consumer coverage in How to Spend it (FT)
- African inspired themed party attended by 40 top buyers and bartenders

"The coverage you have generated is extraordinary - everyone is wondering how much you are paying these journalists!" *Johnny Neill*

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