



**SMC was a brand created by Green Seed Portugal to communicate the business proposition of the project. From 2001 to 2015.**

### **Objectives**

increase the awareness, interest and purchase of the Single Malt Scotch Whisky brands in the Portuguese market.

### **Response**

we've built and develop a direct communication tool between Malt Whisky brands and enthusiastic KOL's (Key Opinion Leaders). At its heights, the project was sponsored by 16 Malt Whisky brands and counted over 3,000 individuals.

Such network was built through close contact with key journalists, the organization of Tastings & Nosings, a very informative website, events sponsoring, all resulting into a powerful database. From there we nurtured regular contact with SMC "Members" by delivering to their home address printed Newsletters every quarter, inviting them to Whisky brand presentations and ultimately by supplying product to them.

### **Results**

the awareness of Malt Whisky increased significantly in Portugal doubling its share of the market. Later the economic crisis and the Whisky brands withdrawing from the market to focus their resources into the more promising Far East markets led to the closure of the project.