

FOOD AND BEVERAGE

The Macallan enhances Scottish heritage holiday effort with cross-cultural campaign extension

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The brand provides audiences with an intimate look inside its creative campaign in a new video featuring artist and collaborator Naima Almeida. Image credit: The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker The Macallan is taking a slightly different approach to holiday advertising glitz and glamour aside, the brand is bringing audiences behind the scenes of an art-themed end-of-year activation.

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"A Night on Earth in Scotland" titles The Macallan's ongoing holiday effort, one chock-full of cultural heritage and history in reference to its home country. The spirits leader's newly-released asset celebrates the intersections between artistry and craftsmanship with Brazilian visual artist Naima Almeida, the talent responsible for the designs and graphics that adorn the brand's limited-edition seasonal packaging, as seen across its social feeds and on its site.

Deep dive

The Macallan provides audiences with an intimate look inside its latest release in a new campaign video. Therein, close collaborator Ms. Almeida frames campaign creative with personal context rooted in her artistic process.

Set in the streets of So Paulo, Brazil, the artist reflects on the collaborative effort as she authentically expands on sources of inspiration in her native tongue.

"I am in love with craft making, with textile art, with the richness of details in Latin American crafts," the artist starts.

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Ms. Almeida lays this foundation before introducing the stylistic juxtaposition central to her own ethos and to her collaboration efforts.

"And on the other hand, I love the simplicity of forms and the power of synthesis in the geometrization of concrete art," she shares.

Shown strolling amid Brazil's most populous city, Ms. Almeida is soon filmed in the comfort of her home, as she

walks viewers through her graphic work, featured upon labels and campaign assets in association with The Macallan's latest themed spirits assortment.

"In this project with The Macallan, the process starts on the computer, using vector illustrations and 3-D models to design the volumes of the cabinets," she explains.

Modalities then enter her physical reality.

"After designing all these layers and with the pieces cut, I paint and glue them hand by hand," she says.

The arduous process unfolds in high definition, before the audience's eyes. Most striking is the intensity of the artist's shade selections bold cobalt blues, bright clementine oranges and rich reds fill the screen. Equally and deeply saturated, the palette complements The Macallan's brand colors with ease.

Ms. Almeida goes on to speak about her approach, which involves traversing two mediums, one in analog, and the other, through the use of digital technologies. It is here where the artist finds her niche, and in this case, uses it to the brand's advantage.

Slowly, the apparatus, a cabinet of curiosities constructed of wood in a nod to The Macallan's renowned whisky-making process comes together.

Season's greetings and global festivities

The brand's campaign video works to highlight Ms. Almeida's reflections on the significance of the cabinets featured in its marketing efforts.

The artist conveys the connection between her point of view and the natural wonders of The Macallan's home country in near-perfect fashion. The artist tells viewers that, for the execution, she attempted to immerse herself in the nature of Scotland, developing an admiration for its botanical species, featured throughout the structure she builds out.

Each floral detail represents one of the ingredients or aromas to be found in the formulation of the brand's luxury whiskey offering.

Ms. Almeida's designs can be appreciated upon packaging rolled out as part of The Macallan's larger holiday effort.

[View this post on Instagram](#)

A post shared by The Macallan (@the_macallan)

The Macallan was established in Scotland in 1824 – "A Night on Earth in Scotland" presents a tribute to Hogmanay,

Scotland's world-famous New Year's Eve celebration.

The brand's cabinets of curiosities brightly frame the brand's holiday gift collection of whiskies, which include Double Cask and Sherry Oak varieties.

The down-to-earth exercise ties back to its heritage in a multitude of ways, while simultaneously injecting deep meaning into the holiday celebration, complete with a touch of Scottish tradition.

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