

MULTICHANNEL

Chivas Regal teams up with Latin band Mana to reach global audience

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By SARAH JONES

Spirits maker Chivas Regal is beginning a new partnership with Latin rock band Mana to give its followers an inside look at the band's artistic process.

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The Chivas Brotherhood Web site will feature a series of behind-the-scenes videos following the band as they record their next album and prepare for their world tour. The Scotch whiskey brand will most likely benefit from the popularity of the band, which has sold 35 million albums and is slated to receive a star on the Hollywood Walk of Fame next year.

"Scotch and especially Chivas Regal is mainly consumed by older people," said Al Ries, founder and chairman of **Ries & Ries**, a Roswell, GA-based marketing strategy consultancy. "So they are apparently looking for ways to reach younger consumers.

"The choice of a Latin group strikes me as a particularly good idea," he said.

"It will generate more publicity than if they had chosen a typical American band."

Mr. Ries is not affiliated with Chivas, but agreed to comment as an industry expert.

Chivas was unable to comment directly.

Backstage pass

A representative from Chivas said that they chose the band because they share the values of brotherhood and generosity. It was a mutual admiration, as the band members are also fans of Chivas Regal.

Consumers will have to be registered on the Chivas Brotherhood Web site in order to view the content, which will be released periodically. In addition to the videos, users will be able to enter to win exclusive prizes, such as dinner with Mana and a chance to sit in on a recording session.

Chivas launched new Twitter and Facebook profiles separate from their brand account dedicated to the promotion for users to follow the release of new videos. Sharing functions on the Band of Brotherhood page will allow fans to post the videos on social media outlets.



A post from the Chivas Band of Brotherhood Facebook page

Since launching the promotion Nov. 4, the Facebook page has approximately 100 likes.

Chivas Brothers's Beefeater gin previously partnered with UK recording artist Bastille to film a similar documentary focusing on the band's inspiration process, titled the Beefeater Alchemy Project. The Web site for the project attracted 500,000 unique views and the four videos have garnered more than 1.2 million views.

The first video featured on the page shows Mana sitting in a casual house setting, talking, composing and playing music. There is some product placement, as the band members drink Chivas Regal throughout and you can see the bottles off to the side.



Video still

Making music

Other brands have recently partnered with recording artists to create exclusive content to promote their brand.

For example, Burberry hosted concerts in multiple cities featuring the bands White Lies and Peace, and then recorded them and posted the set of three videos to YouTube ([see story](#)).

The post-punk band White Lies and indie-rock quartet Peace alternated between the #THISISBRIT locations to lift the Brit Rhythm fragrance campaign to a crescendo after a multi-tiered campaign. Three videos that aim to capture the tone of each night have been released to captivate the many fans unable to attend the events.

Teaming up with musicians is a way for brands to communicate their image and to increase brand awareness among fans of the group who may not have been familiar with the brand prior to the partnership.

Furthermore, luxury brands that create playlists and maintain a profile on Internet music provider Spotify can show off their identities and further engage with consumers through shared music interests.

A number of brands including Bergdorf Goodman, Pierre Balmain, Hugo Boss and Rebecca Minkoff have used Spotify to create and share playlists that embody the brand's character. Through a program like Spotify, brands are able to connect with consumers through a more emotional form such as music ([see story](#)).

The strength of the partnership will depend on how genuine the endorsement of the brand is.

"It's likely a short-shelf life collaboration," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Most marketers are constantly testing. Although Mana appears to have legs it only takes one off-brand indiscretion to kill a relationship.

"It's too early to tell if it will be successful," he said. "Chivas will continuously test and tweak the relationship, and success of the ChivasBrotherhood.com."

Final take

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