

Dewar's

Designing a global experience framework for programmatic local brand impact

shift>
global

Program Elements

- > Site Strategy
- > Information Architecture
- > Concept & Design
- > Programming
- > Rich Internet Application Development
- > Content Management System



The fluid flash fly-through landing page sets the brand tone and serves as rich media navigation to view online extensions of advertising programs, learn about Dewarisms and the Dewarist lifestyle, as well as to do some globe hopping with Tommy Dewar via Google Earth. The screen also expands to full screen for these sections.



John Dewar & Sons homepage serves as a portal to the portfolio of individual color-coded brand sites while enabling cross-linking to common content shells throughout — John Dewar & Sons, Cocktails, Our Story, Art of Whisky and Get Involved.



Mandarin

Greek

Spanish

The site framework is designed to dynamically support the additional of multiple languages, from the site's central content database. The content administration allows localised additions in the country's respective language.

The Dewarism Tool kit area plays to the etiquette of technology use. Downloads are offered to manage priorities (screen-saver and widget to remind one to keep a Dewarist attitude at work), manage communications (out of office e-mail and mobile phone answering scripts) and perspective management (screensavers and virtual traveler).



Solution

Shift developed an over arching online strategy for all of Dewar's products and promotions. The focus of this strategy was to consolidate various sites into one central portal. The updated site was launched in early 2007 — and like the previous site, has quickly become an industry benchmark. The site accommodates changing advertising campaigns and reflects current lifestyle brand strategy surrounding the many quotes or "Dewarisms" of second generation purveyor Sir "Tommy" Dewar (1864-1930). — *Minds are like parachutes, they only function when they are open. Ability without enthusiasm is like a rifle without a bullet. We have a great regard for old age when it is bottled.*

URL
www.dewars.com

Challenge

Shift Global had developed and launched Dewar's previous site in 2000. This being their first comprehensive site, it was quickly recognized with international awards and was the pinnacle of the spirits industry web sites. The site captured the "essence" of the Dewar's brand, and reinforcing the message and look of the advertising while paying respect to the history and legacy of the brand. The site also celebrated the nuances and ceremony of enjoying scotch as a rite of passage among the target audience. In addition, the site presented a fresh and "ownable" presence and is easily updated.

