

REVOLUTION SMOOTH USA

CATEGORY **DRINKS** | AGENCY **OLSON ADVERTISING** | CLIENT **PHILLIPS UNION, PHILLIPS DISTILLING COMPANY**



PRESENTER
JOHN OLSON
 CEO/CCO,
 OLSON Advertising, US

John's company is one of the fastest growing in the US, with close to 200 people between two offices. From a musical background, he now speaks internationally about building brand communities for Fortune 500 companies. Among multiple accolades, including ten EFFIES, John has received the Silver Medal Award for lifetime achievement from the Advertising Federation of Minnesota.



BOOK SET

CAMPAIGN SUMMARY

Phillips Union Whiskey set itself no small task in challenging the market to embrace a new brand of whiskey. Starting a revolution and beating the established Big Whiskeys with a fraction of the marketing budget gave Olson Advertising an opportunity to flex its creative muscles. With no room for confusion, the brand had a clear ambition to sell as much 'Phillips Union' in one year as Jack Daniel's sells in one day. Given JD's 100 year history, the benchmark was set high.

Recognising a contemporary mixed audience of male and female, (25-39 yrs), the brand challenged the status quo through its use of creative language, balancing an expression of sophisticated and stylish, with edgy and rebellious; achieved predominantly via a focused blend of magazine advertising.

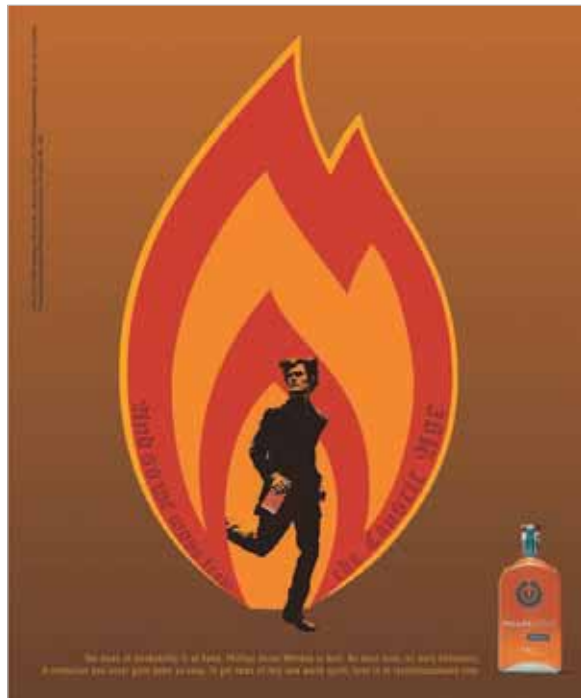
The success of this campaign was two-fold, after five months, it was on track to double its original sales goal and on a considerably smaller budget than its competitors.

CLIENT CREDITS

DEAN PHILLIPS
 President & CEO
JEFF FEIST
 VP & Director of Sales
JIM AUNE
 Director of Quality & Innovation

AGENCY CREDITS

JOHN OLSON
 CEO/CCO
KEVIN DILORENZO
 President
TOM FUGLEBERG
 Creative Director
BRIAN KROENING
 Creative Director
REBECCA HERBST
 Public Relations
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