

Edinburgh Festival cocktail competition launched on a taxi



“Drinks Company of the Year” runner up Hi-Spirits has teamed up with taxi advertising company Ubiquitous to brand a fleet of high profile Mercedes Vito black taxis in Edinburgh, with a creative advertising campaign to raise awareness of the whiskeys distilled at the Buffalo Trace Distillery.

Buffalo Trace Distillery’s taxi campaign hits the road in the Scottish capital for the next three months, highlighting a barrel ageing cocktail competition taking place in ten high end bars across Edinburgh, Glasgow and Aberdeen. The campaign also supports the distillery’s sponsorship of ‘The Thinking Drinkers Guide to Alcohol’, which is at the Assembly Rooms during the Edinburgh festival.

The campaign will showcase Buffalo Trace Distillery’s finest whiskeys including George T Stagg, Thomas H Handy and William Larue Weller. All three whiskeys have been awarded numerous accolades by writers, enthusiasts and spirits competitions around the globe – and in 2013, the latter two were proclaimed ‘World Whiskey of the Year’ and ‘Second Finest Whiskey in the World’ respectively.

The campaign runs until 20th October 2013 consisting of 10 SuperSide branded taxis, with the ads also featuring on tip-seats inside the cabs.

Dan Bolton, Managing Director, Hi-Spirits commented, “Scotland has a rich heritage in the whiskey trade so it only makes sense that we bring our award-winning whiskeys to the country’s buzzing capital of Edinburgh. Along with our

sponsorship of 'The Thinking Drinker's Guide to Alcohol' at the Edinburgh Festival Fringe, our barrel ageing cocktail competition also promotes key aspects of Edinburgh's cultural life. Splashing our brand messages across the city's dominant Vito black taxis delivers excellent exposure to an audience who are enjoying the delights of this beautiful city."

Micky Harris, Director at Ubiquitous added, "With the Edinburgh Festival in August, visitors from all over the world are drawn to the city during the summer, making it one of the busiest hubs of culture and entertainment in the country. Naturally, taxi drivers are drawn to these heavy footfall areas so taxis are a good choice for any brand looking to reach an audience who are out to enjoy the season. Hi-Spirits' regional campaign in Scotland will certainly benefit from being exposed to consumers right across the city – from the airport, to the theatres, and even to Edinburgh Castle."

Hi-Spirits source and supply quality spirits from around the world. The Hi-Spirits mantra of "growth through innovation" has helped them to become one of the leading drinks companies in the UK. The Hi-Spirits mission is to offer the right brands to the right customer to ensure successful, long-term listings that drive volume. For more product information visit www.hi-spirits.com

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