



Rocky Mountains Star in New Glenfiddich Global Campaign

***“One Day You Will”* Evokes Pioneering Spirit**

Toronto, February 15, 2011 - To inspire single malt drinkers around the globe, Glenfiddich, the world’s most awarded Single Malt Scotch, turned to the Kananaskis Mountains of Alberta.

Glenfiddich will introduce its new global advertising, PR and CRM campaign in Canada later this month. Canada ranks fourth in Glenfiddich sales worldwide.

“One Day You Will” aims to inspire consumers to make the most of life’s adventures. The first Canadian ads are scheduled this spring. Jungle Media Toronto is handling media planning and buying for the brand.

To capture the Kananaskis images of two men looking out into the distance, the film crew made a two-day hike off-road to the shoot at the remote location.

“We wanted to reflect the pioneering spirit that runs through Glenfiddich and showcase an optimistic outlook that goes beyond pure ambition – inspiring consumers around the world to fulfil their lifelong dreams and ambitions,” says Lindsay Prociw, Senior Brand Manager for Glenfiddich in Canada.

Glenfiddich’s new brand positioning and core audience insight was developed by brand consultancy, The Gild, UK. This new positioning translated into *“One Day You Will”*, which was developed by creative agency, Leagas Delaney, UK.

The campaign is supported by a comprehensive global PR, Relationship Marketing and digital communications platform, www.glenfiddich.com/explorers, which will identify, foster and celebrate the world’s most pioneering people, ideas and endeavours.

In addition to Jungle media, Glenfiddich in Canada works with MacLaren Momentum for promotions and activations, Jesson + Company provides public relations and amplification.



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Note to editors

High resolution images are available on request.

William Grant & Sons Ltd:

- William Grant & Sons is an independent family-owned distiller founded by William Grant in 1886 and today still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich[®], the handcrafted range of The Balvenie[®] single malts and one of the world's best loved blended Scotches, Grant's[®], as well as selected other spirits, including Hendrick's[®] Gin, Sailor Jerry[®] Spiced Rum and, most recently, Tullamore Dew Irish Whiskey.
- William Grant & Sons is represented in Canada by PMA Canada, Canada's largest importers premium wines and spirits.