

BALLANTINE'S WHISKY EVENT SPONSORSHIP

site OF THE WEEK



EUROPEAN TOUR GOLF CHAMPIONSHIP

Over 4 seasons, Carter developed and managed the digital media for the European Ballantine's Golf Championship. Working over 4 counties, the collateral was delivered in five languages and included independent live streams from TV networks, European Tour scores, live commentary and social media. Focus was on engaging functionality, brand promotions and a premium look and feel reflecting the essence of Ballantine's brand values.

- Across 4 SE Asian countries
- English, Chinese, Korean & Taiwanese
- SEO in all languages
- Mobile and Tablet
- Live streaming TV with J-Golf in Korea
- Realtime scorecards from European Tour
- Image and video galleries
- Interactive golf maps & player profiles
- Product promotional area
- Twitter feeds from players and PR team
- Facebook campaign
- Robust - IE6 for China
- Backend realtime media centre
- Media toolkit

BRIEF

To deliver the digital platform to engage audiences in South Korea, China and Taiwan. The site needed to be multi-language, multi platform, to take live media streams and be social media and SEO ready. The backend management system needed to allow the countries to manage the content from the media area at the tournament.

STRATEGY

To provide the international markets with a framework to communicate to their own consumers. The focus was on engaging audiences with realtime data and sticky functionality. Search across all languages and co-ordination with above the line campaigns were considered as the main traffic drivers.

IMPACT

The platform was used successfully for 4 years. In that time traffic trippled with the final year receiving over 75,000 visits over the four days. Whether we can take the credit of not for all of the traffic is unlikely, but we did win an NMA award and received wonderful feedback.

MARKETING IN THE FAR EAST

950% Rise in traffic from year 1 - year 2.



MULTI - LANGUAGE

Site and marketing tools for international and national teams

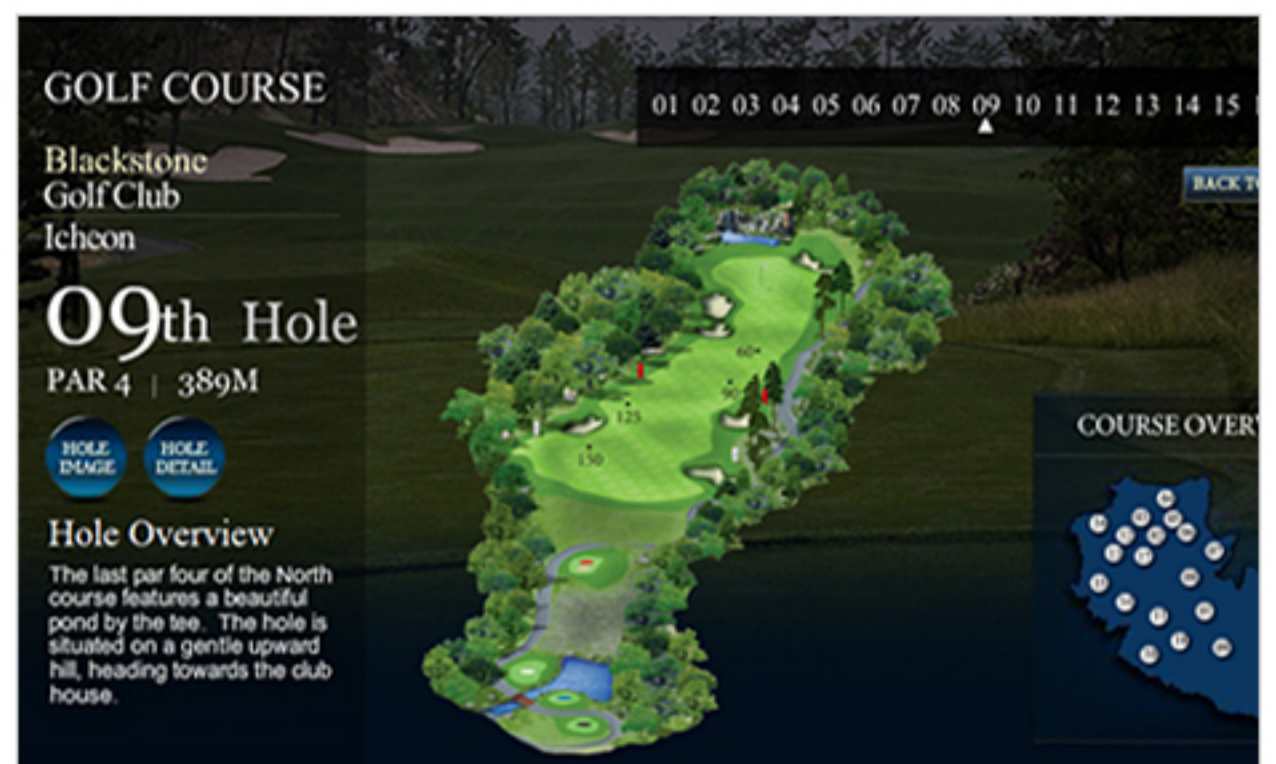
CHINESE
KOREAN
TAIWANESE
ENGLISH



STREAMING TV & MOBILE



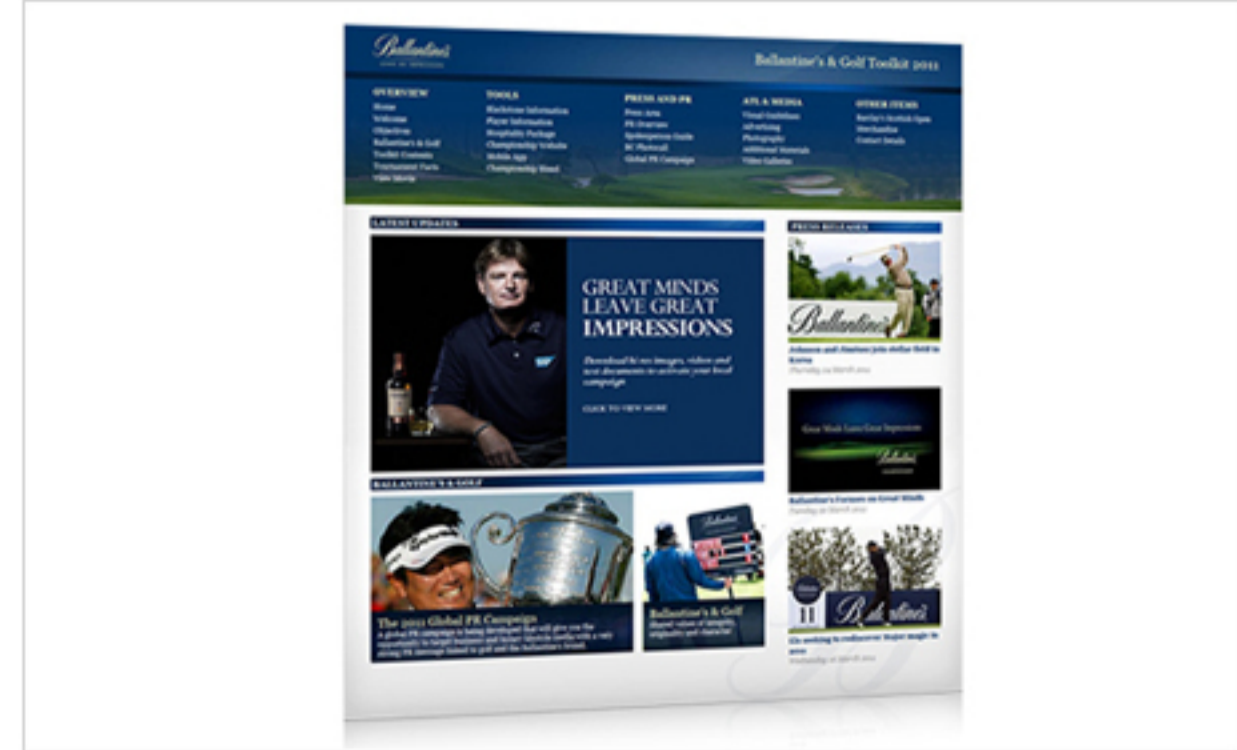
INTERACTIVE FUNCTIONALITY



FEEDS & SOCIAL MEDIA



TOOLKITS FOR PRESS



PRODUCT PUSH

Secure area for premium range



LIVE EVENT MANAGEMENT TOOLS

