



THE MACALLAN DELUXE EVENT

THE PROJECT

Edrington engaged BHM to plan and manage an exclusive two-day event hosted by The Macallan, the world's leading single malt whisky brand at Safari Valley Resort in Ghana.

An exclusive event that brought together a distinguished group of guests, representing the top 1% of West Africa's most influential and successful individuals from Ghana, Ivory Coast, and Mali.



WHAT?

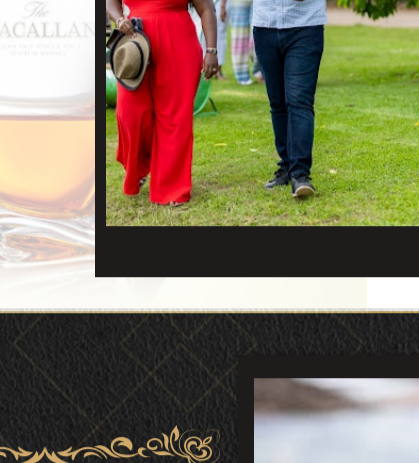


WHERE?

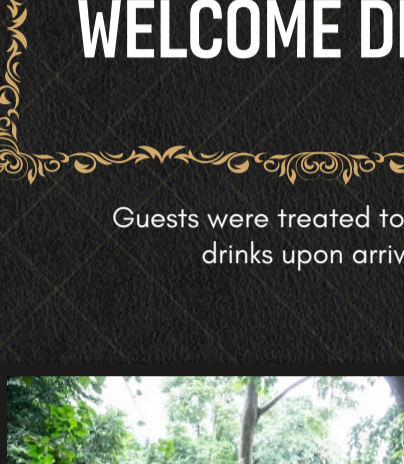


The Safari Valley Resort, the epitome of luxury and refinement nestled in Ghana's breathtaking landscapes.

70+ guests



WHO?



WHEN?



June 23 and 24, 2023

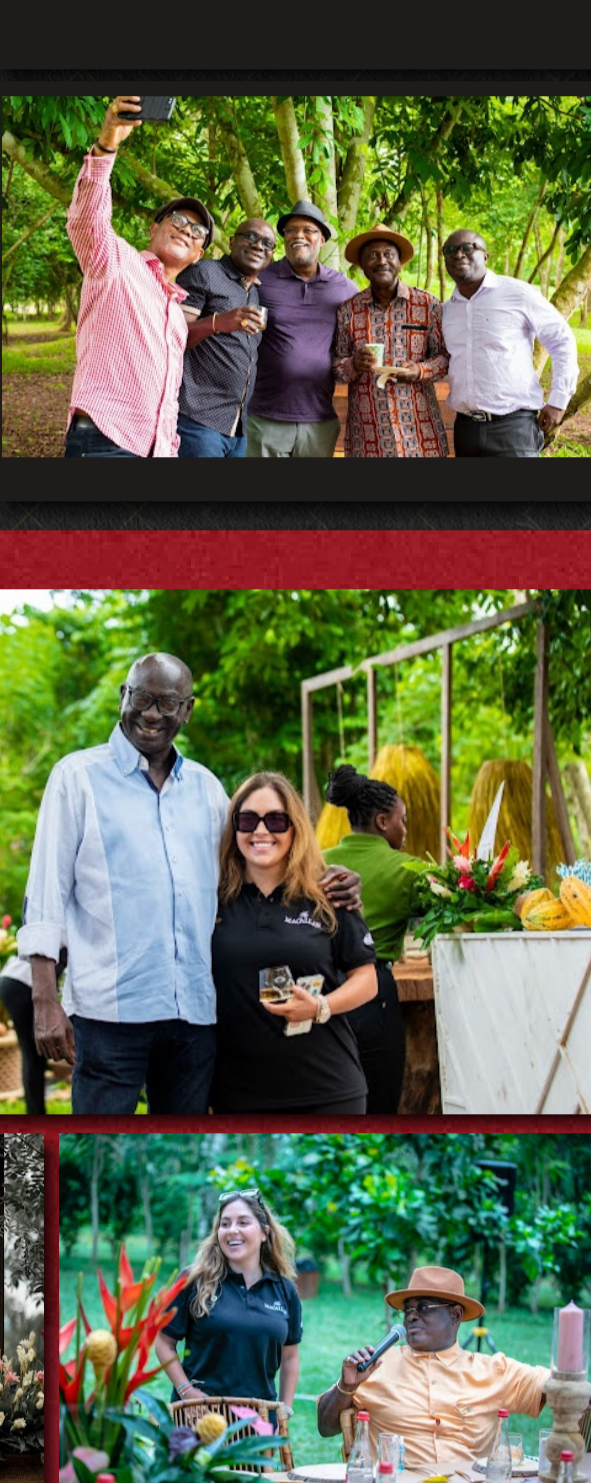
GUESTS' JOURNEY - THE ARRIVAL

Guests arrived at the resort from 12 noon on Friday, June 23, 2023.



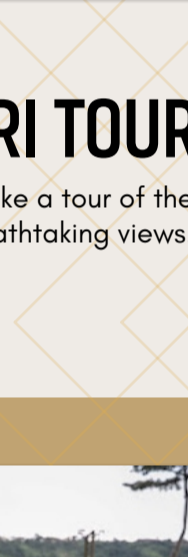
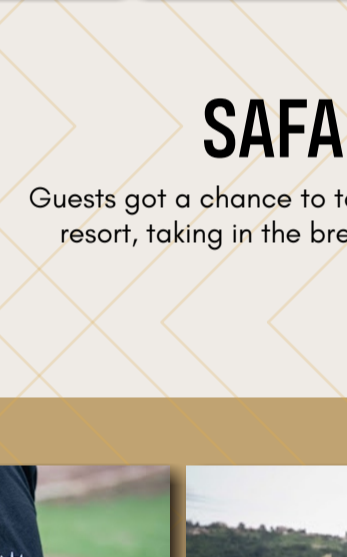
WELCOME DRINKS

Guests were treated to welcome drinks upon arrival.



LUNCH

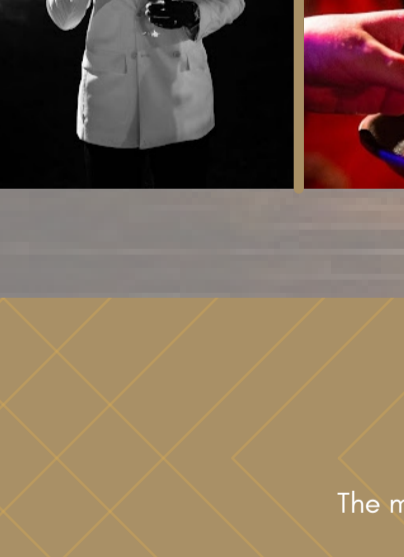
Guests had lunch at the exquisite Boma Gardens.



EDRINGTON'S TREE-PLANTING INITIATIVE

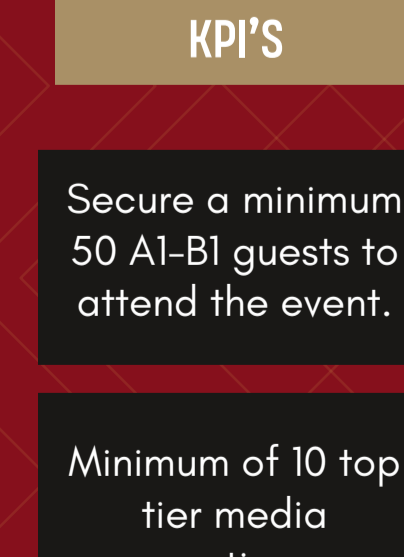
As part of the event, Edrington showcased its dedication to sustainability through an innovative initiative that involved a two-day tree planting exercise, marking a significant step in environmental stewardship. With the support of the resort, influential guests from Ghana, Ivory Coast, and Mali participated in planting approximately 100 trees, fostering a personal connection to the cause and setting a precedent for collective action in West Africa's elite circles.

The guests were also opportuned to name the trees they planted, adding a personal touch to the initiative.



SAFARI TOUR

Guests got a chance to take a tour of the resort, taking in the breathtaking views.



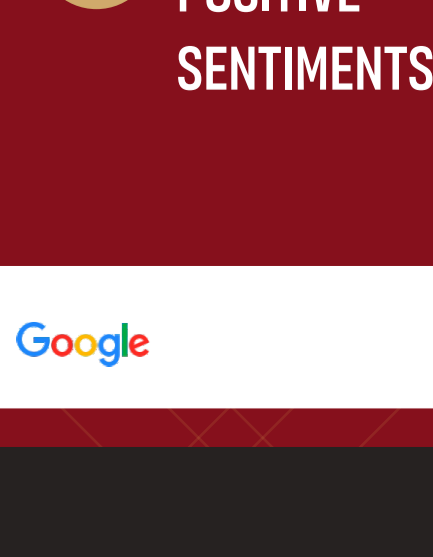
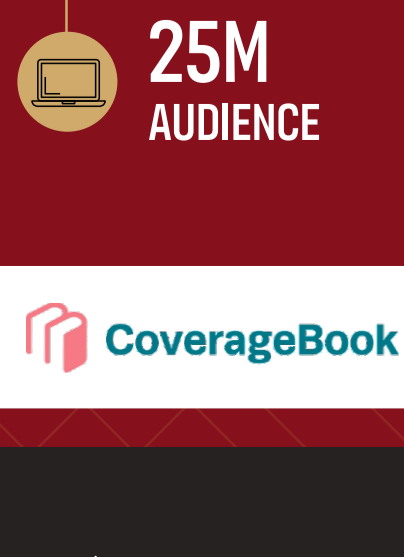
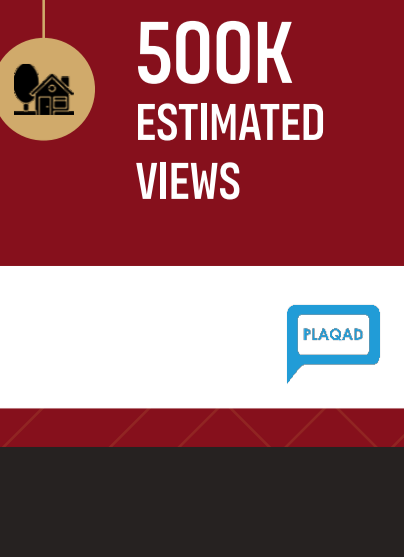
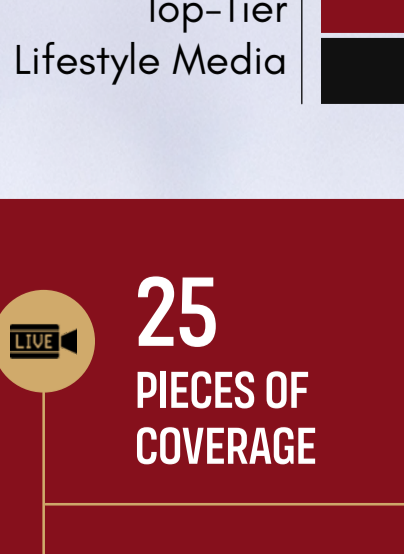
DINNER

Guests were treated to dinner at The Canal and music by Titi Owusu & the Senku Band.



THE MACALLAN MOVIE SCREENING

Guests were treated to a surprise at The Mahogany where The Macallan movie was screened and guests got to indulge in the Sherry Oak 18 years with music from a 16 man orchestra.



BREAKFAST

The morning of Saturday, June 24, guests were treated to breakfast at the resort.



KPI'S & RESULTS

KPI'S

Secure a minimum 50 A1-B1 guests to attend the event.

Minimum of 10 top tier media mentions.

Minimum of 500,000 views per article in target titles.

RESULTS

Secured 70 guests (50 A1 AND 20 B1) at the exclusive event.

Published over 20 tier one media mentions.

PR Value \$40.1k with total campaign reach of over 25,000,000.

MEDIA COVERAGE ANALYSIS

West Africa Ghana

Top-Tier News Media

Top-Tier Lifestyle Media

25

PIECES OF COVERAGE

\$40.1K

EARNED MEDIA VALUE

100%

POSITIVE SENTIMENTS

500K

ESTIMATED VIEWS

25M

AUDIENCE



BHM UK is a communications company, working bilaterally to help organisations in the UK and Africa communicate for impact.