

GUIDE

The Complete Guide  
**TO RUNNING  
A SUCCESSFUL  
BRAND HOME**



# About this guide:

This guide was authored by AnyRoad and BRC Imagination Arts with help from Storymap Marketing.

## **About BRC Imagination Arts:**

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BRC Imagination Arts is a global strategy, design, and production company that translates brand and cultural stories into transformative, human experiences. For 40 years, BRC has stood on the front lines, helping brand homes, cultural attractions, and museums build more meaningful, enduring relationships with audiences around the globe. BRC's unique body of work has earned over 400 awards for some of the most respected and acclaimed brand homes in the world including Johnnie Walker Princes Street, Jameson Distillery Bow St., the Rock and Roll Hall of Fame, Guinness Storehouse, World of Coca-Cola, Absolut Home, Grand Ole Opry, and more.

## **About AnyRoad:**

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AnyRoad is the leading Experience Relationship Management (ERM) platform enabling global brands to properly measure, scale, and implement their offline and online experiences. AnyRoad empowers companies to create brand loyalty, change consumer behavior, and better understand their brand associations by providing them with data intelligence sourced from experience-based marketing.

Companies like Budweiser, Honda, Michaels, and Tabasco all count on AnyRoad to measure the impact of their experiential marketing. AnyRoad's software integrates into CRM, loyalty, ERP, and POS systems to complete the loop, building the model of exactly how these experiences build loyalty, increase brand perception, and increase revenue.

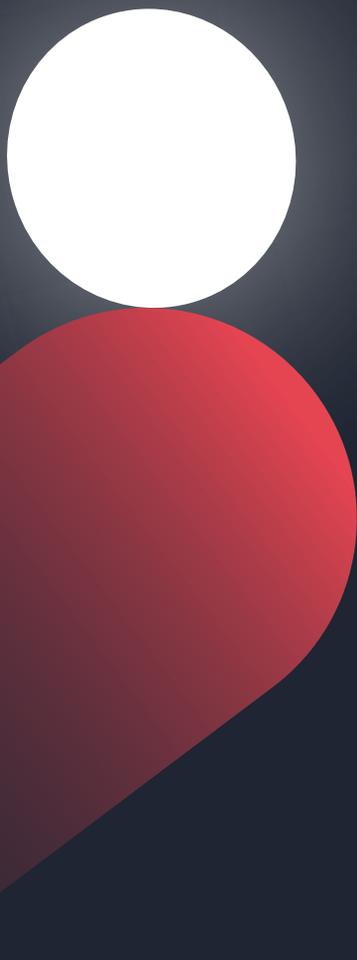
## **About StoryMap Marketing**

*StoryMap Marketing is a niche destination marketing consultancy dedicated to creating purpose-driven brands, designing marketing strategies, clarifying brand story messaging, attracting more audiences and growing profitably. StoryMap Marketing endears people to places across market segments including commercial and residential real-estate including hospitality, luxury hotels, mixed-use developments, multi-family, entertainment destinations, brand homes, senior living, office, sports recreation, retail, schools and other immersive brand environments.*

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# Building the **Business Case for a Brand Home**

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“ A divided world needs unifiers ... Bringing people together and helping them relate to one another are the two most important and necessary things brands can do to help the state of the world today. ”

Pelle Sjoenell (BBH) & Jason Xenopoulos (VML SA), The Art of Branded Entertainment

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As brands continue to enhance their consumer engagement models, the concept of brand homes has emerged as a powerful channel for driving long-term brand growth.

A brand home, or “brand house,” is an experiential and interpretive venue designed to foster the connection between a brand and its core consumer base. This setup aims to build advocacy, foster community, and achieve a set of business and brand objectives. The key goal is to generate revenue and create long-term (or lifetime) brand champions.

Your brand home is the living, breathing extension of your company and brings to life everything it stands for. At their most basic, they are a physical venue—a destination—that allows guests to explore your brand story and interact in a highly tactile way with the products you offer. At their most powerful, they are an experience-driven, fully immersive experience that gives brands direct contact with customers in an ever-changing world of consumer relationships and brand channels.

A successful brand home captures the hearts of guests. It adopts a marketing funnel approach to evoke deep brand emotions and build lasting relationships. Each step of the guest journey fuels deeper engagement, more interaction, and human connection, to turn a casual or potential customer into a loyal, passionate brand believer. They should walk out not just as lifelong loyal customers but also as future brand ambassadors.

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## **Start with Why:**

The most successful brand homes put the customer first and, through brand storytelling, tap into the universal emotions and shared experiences that connect visitors directly to the brand’s core values. Each touchpoint fuels deeper engagement, more interaction, and human connections, transforming a casual customer into a loyal, passionate brand believer.

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# BRAND HOMES HAVE AN **87%** AVERAGE BRAND CONVERSION RATE

Report - 2022 Brand Homes Trends. AnyRoad, 22 Mar. 2022

## What's the Value? Lifetime Loyalty

Today's consumers crave deeper, more meaningful connections with the brands they choose to spend their money with. This connection goes beyond simply buying a product once. It gives them a unique opportunity to intimately integrate into the brand's story. Brand homes offer a direct brand-to-consumer experience that can grow brand loyalty. If nurtured properly, this connection can result in a lifetime's worth of loyalty that a brand can harness commercially.

Brand homes have a high conversion rate—a whopping 87%—of transforming brand critics into advocates. Imagine the impact these numbers would have on your business. If 87% of the guests who were ambivalent or critics of your brand visited your brand home and left as advocates, they'll do more than buy your product; they'll tell anyone who will listen how much they love it. It's the reason Disney invests millions of dollars in their park experiences, immersing visitors in their various worlds. This strategy is responsible for the cult-like following the brand enjoys.

## Revenue Opportunities

A brand home is more than just marketing spend. It provides a huge revenue opportunity and is an invaluable marketing/media asset that your business can continuously tap into. We've seen brand homes morph into massive profit centers and loyalty drivers for the brand, with many offering entirely new experiential retail opportunities. In fact, the retail element of the experience often contributes 75% or more of the total revenues and profits generated by brand homes.

Between direct revenue, customer growth, and lifetime value, the commercial value of brand homes is undeniable. Research has shown that visitors are more inclined to embrace a brand home's commercial side if it meets their experiential expectations. What you're looking for is pre-visit "build-up" and post-visit "afterglow" to ensure that the value of your brand home extends beyond the actual destination. Consumers are, in a sense, paying you to spend time with your brand, so it must be time well spent.

## The brand home strategy for driving revenue growth works for several reasons:

- In a world where consumers actively avoid (and are even put off by) advertising, brand homes are a breath of fresh air. Visitors are likely to leave the venue having bought your product without feeling coerced.
- Brand homes are great value for the money and time spent, with little extras like special tastings and generous sampling leading to higher spend per head in retail.
- Visitors have already opted-in and are ready to receive the brand message.
- Guests often go to brand homes looking for something new, exclusive, and differentiated. When they find it, they buy it.
- They have the opportunity to try your product and are more likely to buy it once they do.



# 40% OF VISITORS STAY LOCAL TO THEIR AREA WHEN VISITING BRAND HOMES.

Report - 2022 Brand Homes Trends. AnyRoad, 22 Mar. 2022

A good brand supports the local community. A great brand elevates its home city. Brand homes have become a symbol of civic pride—a center where locals gather and enjoy their homegrown enterprise.

They are an extension and manifestation of brand purpose. The community and brand's stories are often tied together, unfolding into the larger community and promoting local tourism.

A brand can leverage these destination experiences to showcase all the different ways it supports the local ecosystem and can evolve into an invaluable community asset that contributes to the growth of the local economy. Absolut Home—created to be a community gathering place with zero impact and reinforce their One Source and One Community philosophy—is a prime example of how a brand home can be an essential asset to the local community.

## Goal Setting

When talking to the C-Suite, it's essential to understand the organizational objectives and then speak to the business impact brand homes create. Your why needs to be clear from the get-go. What are you trying to achieve?

Wanting more consumers to like your brand is not specific enough. Before approaching the C-Suite, you need to ensure your goals are specific and SMART:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**

To achieve this, you need to put data, analysis, audience intercepts, and follow-up surveys to good use. Instead of saying, “We want to increase our customer base,” you could set a goal to reach an audience of 5 million people and acquire 500,000 new customers.” That would be a specific, measurable way of analyzing your brand home experience’s impact on visitors.

The main overarching objective is to move the needle positively and add a human touch to the brand. It’s all about connecting the brand to its core customer base in a way that delivers a lasting emotional experience.

We think of goal setting in four distinct categories:

## 1. Audience Transformation

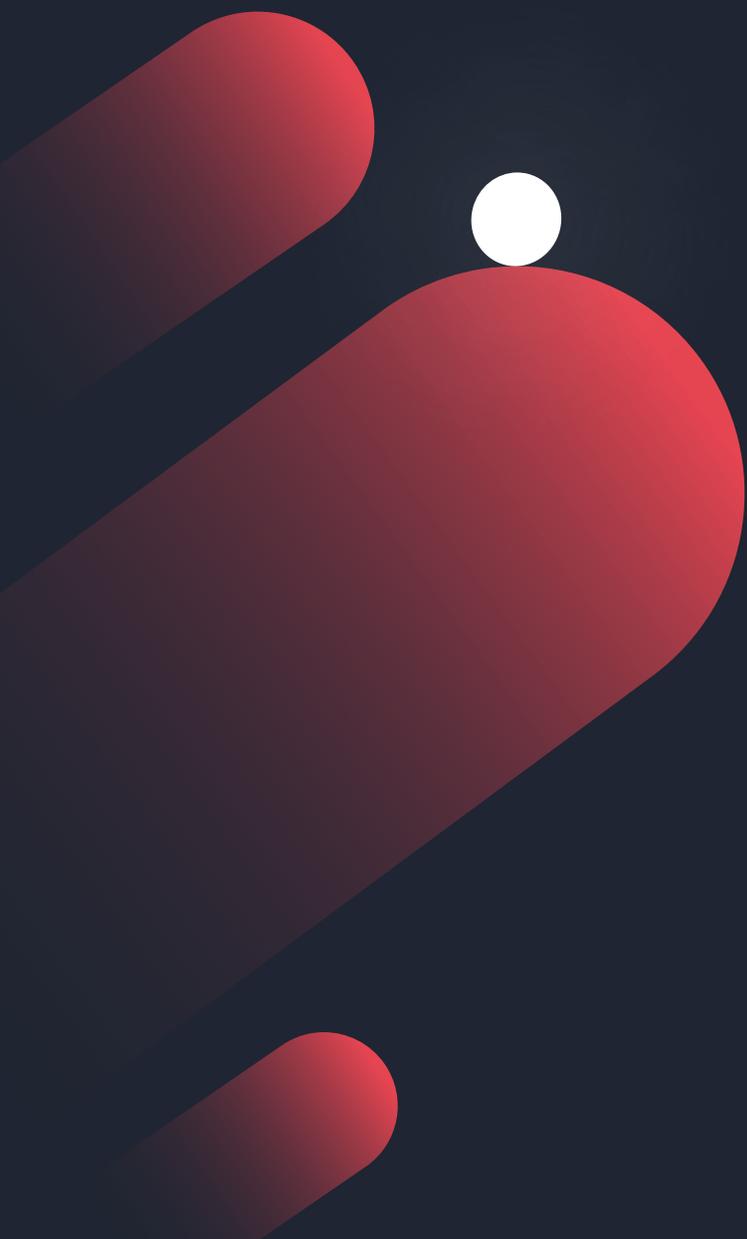
Your brand home needs to meet visitor expectations by creating meaningful experiences. The only way to truly transform your audience and see the change you desire would be to understand the specific types of experiences that would appeal to them and then invite them to participate and play.

The question then becomes—how can you ensure your brand home responds to the needs of your target audience? You need to get to know and respond to your audience’s multifaceted needs, and here’s how:

### **Know Your Audience**

This step might seem obvious but do your research! The customer journey no longer follows a linear path. Brands need to develop foolproof ways of predicting which customers are likely to take a particular action. That way, businesses can deliver more personalized experiences in their brand homes, enhance spend, and eventually generate more revenue.

The experience you create for customers in your brand home should be guided by data-driven analytics of specific segments of your audience. This approach will help you identify their intent and then tailor their experience to create a lasting connection to your brand and drive more revenue. Here’s how to do this effectively:

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- First, identify your target audience demographic (age, gender, race, education level, income, family size, etc.)
  - Next, uncover their psychographics (lifestyle, attitudes, personality, values, interests, etc.)
  - Finally, discover their behaviors (what they search for online, where they shop, their current brand preferences, etc.)

### **Engage the Senses**

Once you understand your audience, consider how to engage the senses. We rely on our five senses to experience the world around us. Each sense has a unique impact on how we process what's in front of us. When you activate your audience's senses, it generates cognitive, behavioral, and emotional responses.

Your brand home should provoke natural reactions from your visitors by engaging all five senses, leaving them immersed in the experience. This sets the foundation for lasting memories and a lifetime bond between your customers and your brand.

### **Leverage Pop Culture**

Popular culture offers an excellent opportunity for brands to connect with their core audiences. The idea is to accurately time marketing activities in your brand home and with big events such as Coachella, the Olympics, or a cultural festival that's already generating buzz around town.

Edinburgh, a city renowned for hosting Fringe Festival, the world's largest arts festival, is also home to Johnnie Walker Princes Street, one of the world's largest and most advanced brand homes in the world. The creative team behind the brand home sought to bring the Fringe alive every day at the venue, incorporating storytelling, technology, and the performing arts into the main tour experience.

### **Participate in Events That Matter to Your Target Market**

If your target market enjoys a particular live or virtual event, you can consider sponsoring or partnering with the organizer and using extended exposure to win your audience's attention. Simply identify a commonality that cuts across your brand voice and the event.

## Use Interactive Tools

Immersive and interactive tools like dynamic media and games all have a universal appeal that keeps visitors engrossed for extended periods and encourages repeat visits.

## 2. Brand Goals

The next thing you need to think about is your brand's objective(s). What do you want the brand home to do for your brand? We can look at this in three ways:

### Messaging and Metrics

The brand home should not only represent the brand messaging; it needs to resonate with what your company is doing in-market.

### Key Experience Indicators

Key Experience Indicators (KEIs) offer a quantitative score of specific and actionable phenomena related to the visitors who visit your brand home. You can look at this from the point of impact on the audience as they leave based on TripAdvisor scores or by tracking and analyzing the NPS.

### Lifetime Loyalty



**The objective every brand home shares is to create a lasting emotional connection between the brand and its customers, ultimately fostering consumer loyalty,**

which, in turn, influences purchase decisions and per capita spend. When customers get the chance to learn about the people behind the brand and the values that drive its purpose, they begin to understand and feel more connected to it. These connections and mental associations are the driving force behind long-term engagement.

## 3. Brand Economic/Business Goals

A great brand home can be a massive profit center. It can generate revenue for a brand with little to no impact on the marketing budget. Revenue generation can be achieved through ticket admissions, food and beverage sales, events, rentals, and retail spending. In the long term, it can be used to achieve organizational goals as far as uptake in sales goes.

## 4. Community Goals

A company can use a brand home to give back to its employees and support the local ecosystem through altruistic business practices that give back to the community. If a brand can showcase sustainability initiatives and support social and civic ventures through its brand home, it has done its job.

Ultimately, when you think of success in the form of these four categories, you get a more balanced idea of what a successful brand home can do. It is driven by goals that go beyond generating profit.

# How to Get Budget?

The question isn't whether the company has the financial resources to fund the development of a brand home. In most cases, the money is available. It's a question of where else those same dollars could be invested and perceived ROI.

One way to build the business case for a brand home is to think about the target audience and create a comparison to an advertising campaign.

The business case for a brand home centers on the target audience and the market opportunity the company has yet to tap into. For a CPG brand, it's important to keep in mind that the margin contribution percentage will be lower than traditional forms of product distribution.

When coming up with a budget estimate, it's crucial to properly scale the project in size, ambition, and anticipated impact. Setting up a brand home may be a great idea for your brand, but it doesn't necessarily mean there's a scalable audience to support it. You need to understand the location(s), market, audience, and feasibility.

You also need to think about the customers the brand home will attract. How big does it need to be for your brand to have an impact? What is your company's broad audience model, and how does it align with your corporate and brand objectives? Even if you get people in the door, are these visitors your target audience?



The answers to these questions will determine the appropriate capital expenditure for the project. Additionally, to build the business case and get the required approvals, a cross-functional team will need to work together:

- An engaged executive steering group is essential to unblock internal barriers, provide strategic insights, and align the broader organizational goals with brand home objectives.
- Central brand teams will need to be involved in every step of the process and empower the project delivery team to make on-the-ground decisions.
- Product Development will need to start the development of exclusive product editions for the brand home that will be lower volume and with higher gross margins than what they typically create for regional or global distribution.
- IT will need to integrate the front-end systems of the brand home with back-end systems like SAP, CIDB, and whatever tools the company uses for data security.
- HR needs to be briefed on incremental increases to headcount and primed to support recruitment efforts.



# CONSUMER SPEND MULTIPLIED **5 TIMES** FROM JANUARY TO DECEMBER 2021.

Report - 2022 Brand Homes Trends. AnyRoad, 22 Mar. 2022

The budget can be divided in five ways:

- **Experiential budget:** The resources required for a company to create the experiences themselves (i.e., everything your guests see, feel, touch, and do).
- **Architecture, engineering, and construction budget:** The costs associated with building and setting up the physical venue.
- **Pre-launch and pre-opening budget:** The cost of marketing, hiring, staff training, etc.
- **Infrastructure, technology, CRM, and retail budget:** The cost of integrating omnichannel experiences and eCommerce to amplify the physical experience.
- **Operating and marketing post-opening budget:** The day-to-day costs associated with running the brand home after launch.

## Capital refresh and improvements

Every good business case will allocate an additional 10-15% of the total initial investment for future years to ensure the brand home stays current to brand world guidelines (color scheme, media, campaign messaging, services, digital assets, etc.) and remains relevant to consumer expectations.

All departments compete for resource allocation. However, the marketing department bears the most significant responsibility for measuring and stewarding the ROI. Marketers must understand the interdependent relationship between the brand ambassadors, staff, and customer experience to determine the marketing ROI and venue's impact on driving brand home performance metrics.

Lastly, where should the operating responsibilities for a brand home sit within an organization? A brand home should operate as a "self-funding" profit center with a separate headcount, operating costs, and marketing investment "ringfenced" from quarterly or annual fluctuations in corporate overheads. For example, a brand home needs to adjust headcount based on visitor counts and brand home demand, not based on corporate profitability.

*While there are pros and cons for either reporting approach - into market vs. HQ/Global - the P&L and people must report to the same department.*

# Building the Experience

When developing a brand home, it's important to think of the experiential offer holistically and make guests an essential part of the story, transforming them from passive observers to active participants. The 6E Customer Journey Framework, as outlined by BRC's Chief Creative Officer, Christian Lachel—Entice, Enter, Engage, Exit, Extend, Everywhere—is a useful tool here:



## ENTICE

How do we excite guests about their visit long before they arrive?



## ENTER

How do we create an entry experience, a ritual, that delivers on the promises made in your marketing?



## ENGAGE

This is the heart of your guest's experience—what do they see, feel, touch, and do? What shows, exhibits, and experiences will guarantee a connection with your guests that is emotional, physical, and intellectual?



## EMOTIONAL EXIT

How do we create an emotional exit experience that acknowledges your guests' transformation and triggers a change in behavior and/or a desire to return?



## EXTEND

What happens after the visit to reinforce your guests' new passion for the product or brand and role as an evangelist in your "tribe?"



## EVERYWHERE

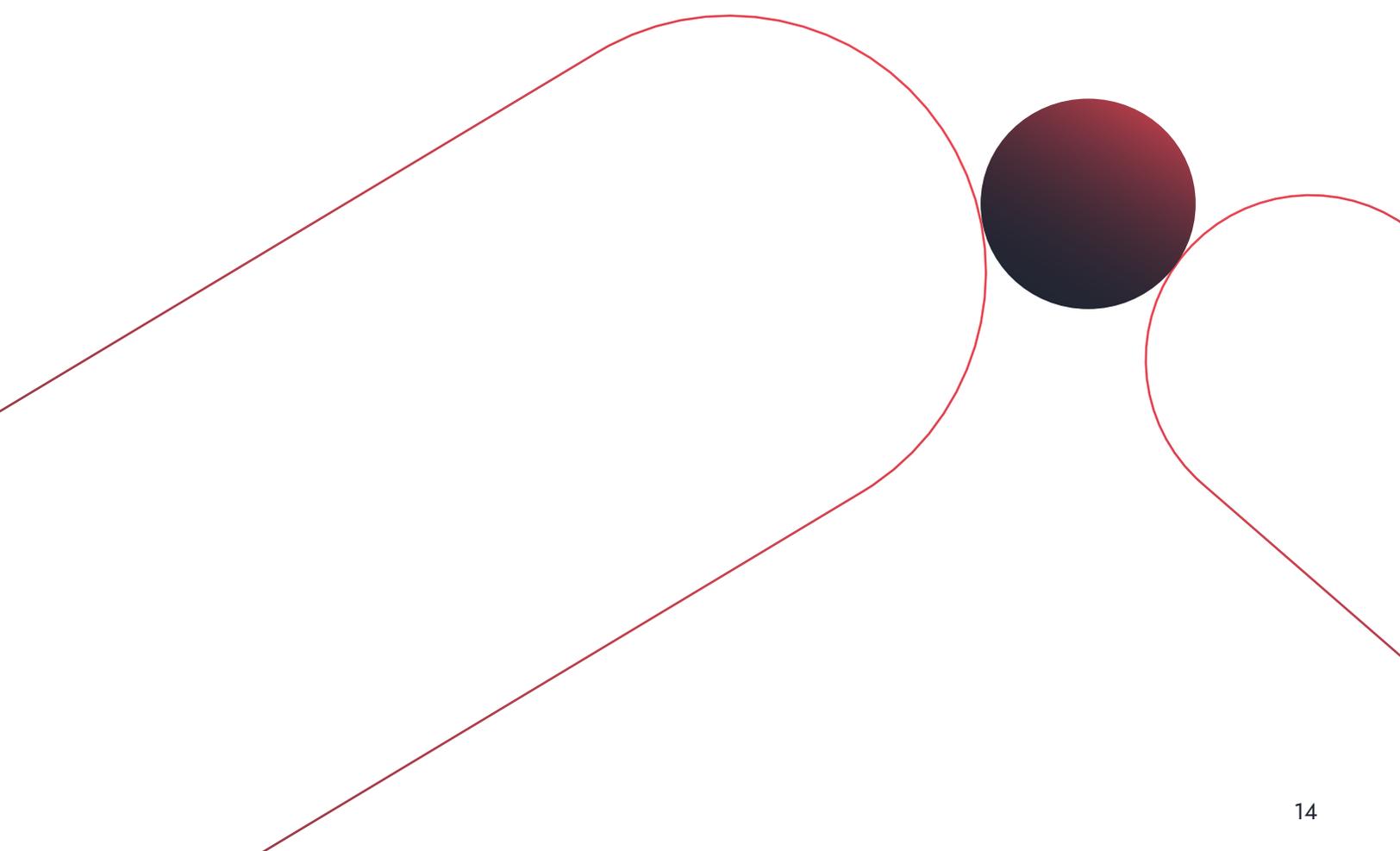
Everywhere is the 6th E that supports the first five. Everywhere means developing a digital backbone that enables us to be everywhere our customers are, inviting them to engage in an infinite number of ways.

What's more, the experiential offer needs to be omnichannel, leveraging the physical and digital space. If the pandemic taught us anything, it's that brands always need to be prepared. What happens if another pandemic leads to a countrywide shutdown? Is your company prepared to make the quick switch to virtual experiences?

If you don't take the time to develop a creative and flexible "backbone" of guidelines, protocols, systems, and offerings now, your company may be left vulnerable to collapse.

It's also a good idea to have content-rich programming throughout the year. Brand homes aren't meant to be static. Instead, aim to create versatile spaces that change with each season to promote a new aspect of the company's brand, marketing, and corporate agenda.

Incorporate temporary exhibits to keep your brand home fresh and contemporized. Fuel your marketing and attendance plan goals to invite new guests and promote repeat visitation. Of course, you'll need to review your capital and operational budget every year for this approach to work.



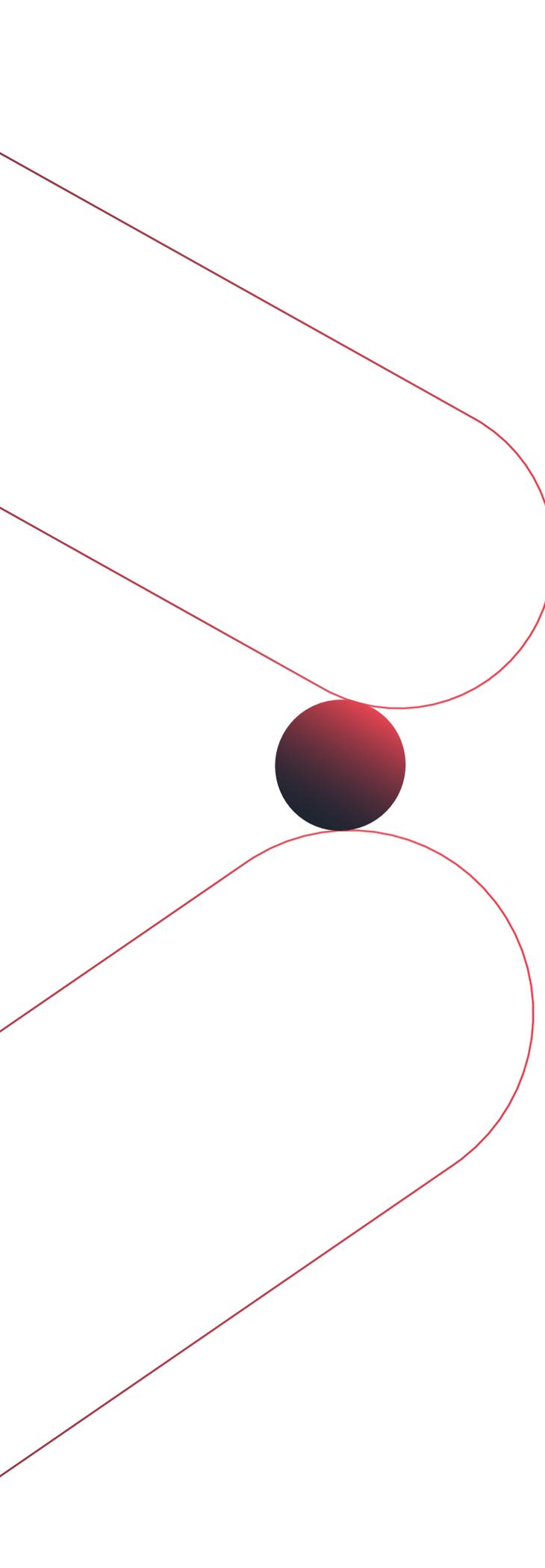
# Marketing and Promo Plan

A strong attraction marketing strategy is vital to success. Destination marketing requires a clear understanding of the brand values and people and place—your guests and your address.

Before opening day, marketing, PR, and sales should have a plan for the crucial period between breaking ground to opening day and beyond. This includes developing a compelling value proposition, pricing strategy, and the creation of membership programs to attract and retain guests. The ramp-up may also involve the creation of online booking platforms, coordination with local tourism boards, establishing B2B travel trade partnerships, and a public relations strategy for pre-opening “first looks” and opening day festivities.

Brands also need to connect with and consider partnership opportunities with national, state, and regional tourism boards. Latest statistics show that 40% of in-person attendees travel at least 100 miles to attend a brand experience. An example of a successful partnership is Johnnie Walker Princes Street and VisitScotland—the country’s national tourist organization.

Consider working with specialty tour operators as well. These companies can curate package vacations that include a trip to your brand home.



# Designing and Developing a Brand Home

The design and development of a brand home is often more complex than any other marketing endeavor, mainly because of its permanency. It's a long-term project that runs between 24 and 36 months, depending on the size and scope, and could require the management of more than 30 work streams for delivery. This requires heavy coordination and integration of all available resources and relies on the North Star strategy to build and execute the blueprint.

The BRC Creative Producer Approach is a tried and tested strategy for designing and developing a brand home. It borrows from the traditional architectural design process. But the most important difference is this: In an ordinary process, the main creative act takes place in the concept and planning stage. After that, the work is largely engineering and construction.

The BRC Creative Producer Approach follows a relatively standard and familiar road through Design Intent. Your facility construction continues the traditional path, while the visitor experience production takes a very different route. After the initial planning phase, you'll have thousands of creative choices. Every decision moves the needle one step closer to the envisioned visitor experience and operation plan. It ensures that every choice supports the project's core creative and business goals.

The BRC Creative Producer Approach offers the ability to holistically manage, marshal, and deliver all the disciplines needed to create a successful brand home: architecture, creative design, retail, hospitality, logistics, operations, and employee training. We pull these disciplines together to produce a single, transformative experience for the guest.

The result? You end up with a more creatively cohesive and emotionally engaging experience where the individual parts (i.e., the live hosts, the art, the music, the sets, the lighting, etc.) all come together to achieve your company's visionary ambitions. It ensures that the project delivers on its promise.

# Creating a **Brand Home Marketing Strategy**

The dynamics surrounding branded destinations call for a uniquely separate brand marketing approach from your conventional Consumer Packaged Goods (CPG) brand strategy. For this reason, StoryMap Marketing came up with the 6C's of building a brand home marketing strategy that plugs into the company's P&L performance.

## **1. Consumer-First Audience Model**

This approach focuses on the premise that everything starts and ends with your consumer. You need to definitively identify your ideal audiences spanning multiple B2B and B2C targets. Then, ensure that you prioritize your marketing spend for each audience segment to meet your performance targets.

## **2. Clear Brand Story**

Clarifying your brand story is integral to your brand house marketing strategy. It should paint a vivid idea of what life will be like for consumers once they experience your brand. Brands lose millions of dollars every day simply because their brand messaging isn't clear enough.

### 3. Core Creative Idea to Guide Your Brand Campaigns and Messaging

Your brand home and brand home experience should stand out from the competition. What is the core creative idea at the center of your brand campaigns and messaging? Does your brand story give consumers “reasons to believe?” Does it speak to them and make them think, “Yes, this is worth my time and money”?

### 4. Content-Rich and Sensory-Filled Consumer Journey:

Using content to entice your consumer audiences inspires curiosity. The secret lies in mapping every step of your visitors’ journey before, during, and after their visit. You can then use these insights to make a case to have a separate content budget for your marketing team as part of their annual spend.

### 5. The Concierge-Centered Brand

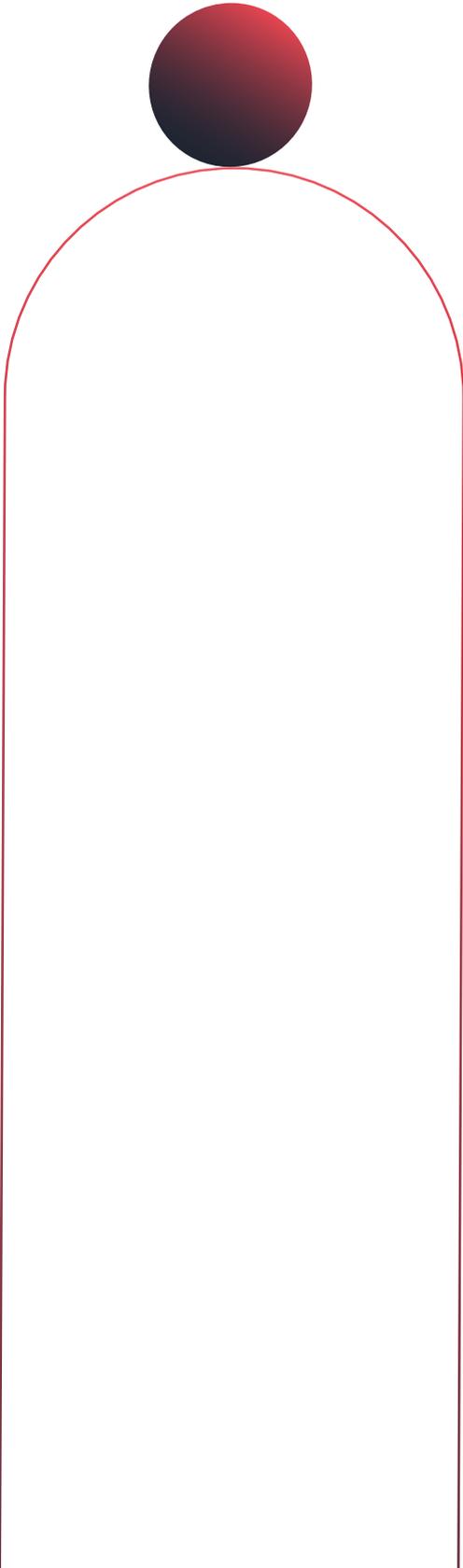
Your staffed brand ambassador team is a direct extension of your brand. Train these individuals to make every moment count and reward their efforts when they do. They wield the power to change how consumers perceive your brand to inspire brand love and enhance their purchase intent.



### 6. Connections Plan Calendar

Your marketing strategy should reflect the versatility of your brand home and should include a detailed 52-week Integrated Marketing Connections and Content plan designed to influence your target audiences. You want visitors streaming in all year round based on the changing seasons and local market drivers. Below are some foolproof approaches you can adopt:

- **The PESO Model:** Leverage paid, earned, shared, and owned media to reach new audiences.
- **B2C Promotions:** Create a promotions plan to influence visitation during non-peak seasons. You could do this through exclusive offers or seek out partnership opportunities with national, state, and regional tourism boards.
- **B2B Sales:** Consider working with specialty tour operators, local attractions, hotels, conventions, universities/schools, etc.
- **Events:** Leverage the existing brand partnerships you might have to stage public, revenue-generating social events as you pursue revenue-generating private/corporate events. The idea is to deepen stakeholder engagement.



# Measurement and Optimization

Measurement and optimization help you track the business impact of your brand home initiative and how it ties back to the original business objectives. When measuring the success of your brand home, always link back to the initial goals you'd set. Are you focused on driving revenue through the brand home itself, using it as a marketing tool to bring in new customers, or a mix of both?

Creating a central dashboard to visualize and track performance metrics will help you identify which channels you need to optimize. Below is a list of a few must-have metrics that need to be part and parcel of your dashboard:

- **Capacity utilization:** How much of your brand home's potential output is being realized?
- **Revenue:** How much revenue is your branded home generating, and what is its impact on the corporate bottom line? How does the revenue split across tours, retail, events, F&B, etc., compare to plan?
- **Guest count:** How many visitors visit your brand home throughout the year? Where are they from? What are their demographics? How do their demographics compare to your ideal target audience?
- **NPS impact:** How willing are visitors to promote your brand to family, friends, and colleagues after their experience at your branded venue? How does this compare to their willingness to promote before visiting?
- **Feedback themes:** What do customers have to say about their experience, and is there a recurring theme that stands out?

# Acting On Insights

## How to Implement Insight-Based Iteration

Executing an insight-based iteration isn't a one-and-done process. It involves several consumer touchpoints to understand their experiences and brainstorm solutions that address your uncovered shortcomings.

Customer feedback and data/insights are useful at every stage of the process, from the brand to the audience, to the market. Always make a point to go back to the list of objectives and make sure the change you're implementing aligns with the goals you initially set for the project. Then, check to see that each change is doing what you intended.

Start by identifying the challenges and the opportunities for improvement. Weaknesses offer a roadmap for the areas you need to focus on. It's important to prioritize these shortcomings based on their overall impact since you likely won't have an endless stream of resources at your disposal.

Focus on fixing the small things first. Often, these are what have the biggest impact. If a particular issue or theme at your brand home is driving down visitors' overall satisfaction, fix it first and then move on to the bigger issues. A prime example of this is the ticketing and reservation system changes implemented for Absolut as part of their work with AnyRoad that allowed for increased customer satisfaction.

# What Successful Brand Homes Look Like?

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// Brands are shifting from ads to customer relationships. //

PSFK

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The following brands have successfully leveraged the brand home model along with AnyRoad and BRC's solutions to create long-lasting relationships with customers and drive impressive results for their businesses.

## Absolut Home

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// The tour was fantastic...above and beyond what was expected. //

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Bird's-eye view of the Absolut Home



## Overview

Absolut Rent Brännvin, or “Absolutely Pure Vodka,” was founded by Lars Olsson Smith, who famously offered free boat rides for guests to visit his distillery in Stockholm, Sweden, in 1879. Today, Absolut has grown to be one of the largest spirits brands in the world, sold in 126 countries. Over the years, a few things haven’t changed—the brand’s On Community focused production still takes place in and around the village of Åhus, Sweden, and Absolut remains committed to offering visitors a superior experience.

The **Absolut Home** located in the heart of Åhus, Sweden, is a large former residence originally intended to house a small brand home that told the story of Lars Olsson Smith and Absolut Vodka. However, plans changed after the Absolut team started planning and visited similar

experiences for brands in the **Pernod Ricard Group**—a portfolio company boasting Jameson Irish Whiskey, Glenlivet Scotch, and other well-known spirits brands that acquired Absolut in 2008. Using these brand experiences as inspiration, the Absolut team partnered with BRC Imagination Arts to design a world-class brand home experience offering guest tours and a farm-to-table-inspired restaurant and bar.

The Absolut Home represented a significant challenge—not only because BRC had to build a more rural destination for Absolut customers to engage with the brand and its history. But also because the facility was intended to be a self-sufficient revenue stream.



## Solution

To meet the technical needs of their new experience, the Absolut team looked to AnyRoad's track record of customer experience excellence. First, the team adopted the **AnyRoad Experience Manager** to manage reservations and ticketing at the Absolut Home. After handling the ticketing and booking experiences, the team expanded its AnyRoad products to include **AnyRoad Atlas** and **AnyRoad Feedback** to understand guest demographics and overall visitor experiences better.

Guest experience is everything. You can see this in the Absolut Home in Åhus, Sweden. For instance, they are immersed in Absolut's One Source, One Community philosophy, which focuses on quality, diversity, culture, and sustainability. BRC's creative team converted the villa in the small Swedish community into a series of multi-sensory experiences so guests could become emotionally involved in the story of Absolut. They get to discover the sustainable ingredients, process, and take part in a signature mixology class.

The Absolut Home also features a world-class restaurant and garden catering for local and sustainable cuisine paired with signature cocktails. All these elements allow the guests to experience a tangible and authentic experience and bring the values of Absolut to life.



## Results

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Absolut Home has been a tremendous success for the Absolut Company. Since 2018 they have:

- Increased the average revenue per guest by 36%
- Achieved a best practice visitor NPS of 75
- Consistently created new brand champions (brand conversion score of 85%)
- Received recognition from TripAdvisor as the #1 thing to do in Åhus

Using AnyRoad, the Absolut team now has a holistic view for measuring their experiential marketing success and can now look at a combination of guest bookings, revenue, and visitor satisfaction. This data informs the development of new experiences geared to maximize average revenue per visitor. For example, the team recently discovered that catering to smaller guest groups (which generate more revenue per guest) rather than focusing on large guest groups correlates with higher guest satisfaction.

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“ We had a dream to create a brand home for Absolut for years. The original concept was to create a small visitor center, but after looking extensively at other brand homes across the Pernod Ricard group, we decided to build a multi-use brand home like you see today. ”

Kenneth Hoffström, Site Manager, Absolut Home

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# Johnnie Walker Princes Street

// What an experience! ... No snobbery, completely accessible.  
We did not want to leave! //

Google





## Overview

Looking forward to Johnnie Walker's 200th anniversary in 2020, spirits giant Diageo decided to mark the momentous occasion with an unprecedented £185 million investment in whiskey tourism across Scotland. The project's centerpiece is the flagship Johnnie Walker Princes Street visitor experience in Edinburgh.

Diageo's primary goal was to infuse a more contemporary identity with consumers: while Johnnie Walker holds fast to rules for making their whisky, there are no specific rules for drinking it. Another critical goal was to create a lasting emotional bond between visitors and the brand.



## Solution

Johnnie Walker Princes Street is set within an Edinburgh landmark transformed. Offering eight floors of breathtaking experiences, bars, event spaces, and views across the capital, JWPS takes visitors on a journey of discovery, where they learn more about whiskey flavor creation, Scotland, and themselves. Starting from the time of booking online, guests engage with FlavorPrint™ technology, which uses artificial intelligence to personalize their flavor profile and shape the experience that follows. It ensures that every visitor on the main tour experiences whisky drinks tailored to their personal tastes. This unique journey intertwines with the story of Johnnie Walker and a larger story of Scottish excellence and innovation.

Some experiences are visual, immersive, and involve storytelling. There is also the rare opportunity to taste whisky directly from the barrels in a live maturation warehouse or examine historical documents from 1820 at the side of the Johnnie Walker archivist in her private chambers. The main experience, the 90-minute Johnnie Walker Journey of Flavor, is brought to life by exceptional guides using technology and performance arts.

Johnnie Walker has a long tradition of sustainability and ingenuity. Among the many innovations is a custom-made dispensing system that removes the need for single-use glass bottles, saving over 40,000 glass bottles per year.





## Results

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Despite launching under COVID restrictions, JWPS was a huge success. The brand home continues to have an exceptionally high visitor NPS of over 80, with a brand conversion rate of nearly 95%. The brand home is attracting and converting non-traditional Scotch whisky audiences, which was a key strategic goal for the brand. In addition, tour reservations have consistently been filling up since its launch, and per cap spending among visitors to the whisky experience is up significantly.

The new flagship has already won the Green Tourism Gold award, Scotland's most coveted honor, recognizing the ground-breaking measures it took to guarantee a genuinely green visitor experience.

Johnnie Walker Princes Street is one of less than ten visitor attractions in the UK to have received a rare 5-star gold review for accessibility from Euan's Guide. Signage at the venue uses universal symbols, and language-assist devices are available. All experiences offer non-alcoholic options.

# Glenkinchie Distillery - The Lowland Home of Johnnie Walker

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“ Awesome distillery! Really different, very informative,  
and a completely fabulous experience. ”

Google

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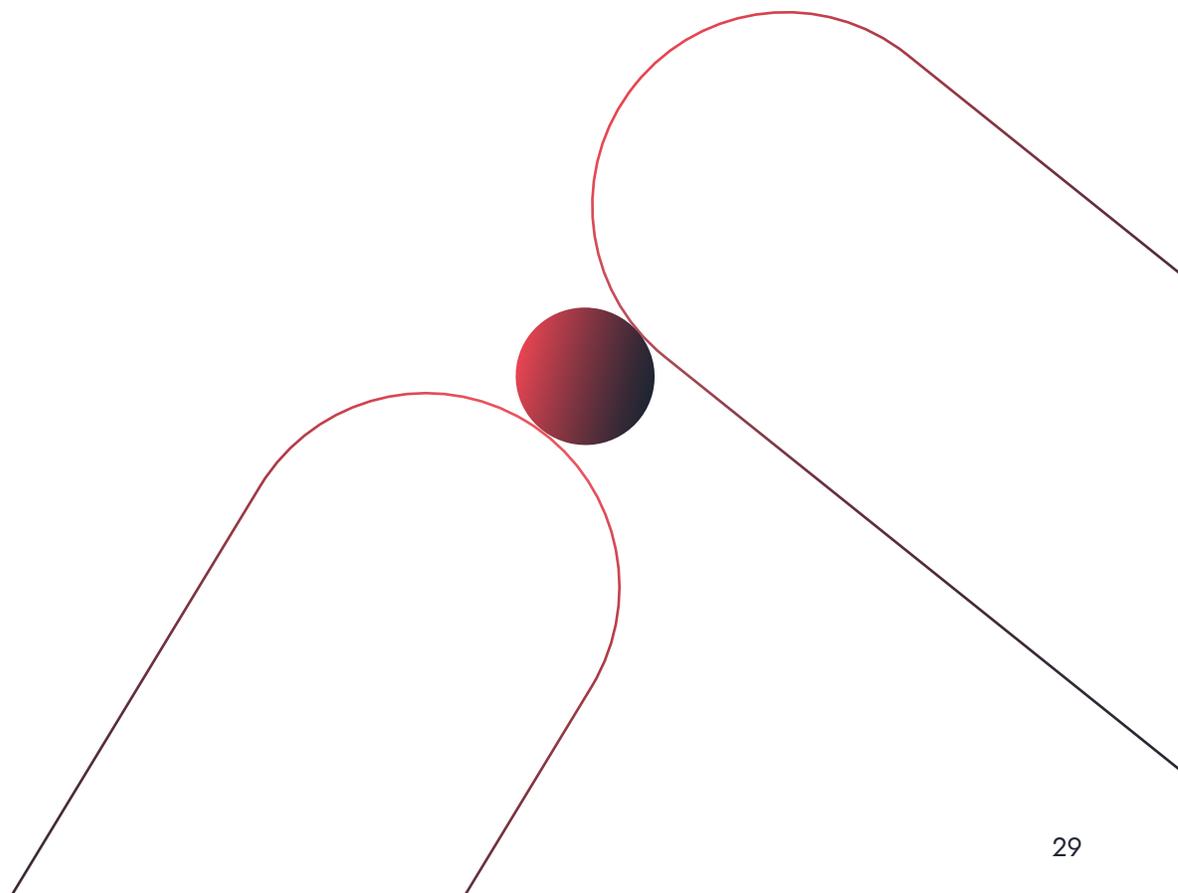


## Overview

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The Glenkinchie Distillery redevelopment opens an exciting new chapter in the history of this lowland distillery and the global Johnnie Walker brand. The newly reimagined Garden Distillery has a completely revamped visitor experience and a new 35,000 sq. ft. garden inspired by East Lothian's abundant floral and agricultural landscape. As a work of sensory theater, the redevelopment is unlike anything seen in Scotland before. The rural setting and surrounding gardens hint at the magic contained in a measure of Glenkinchie, allowing visitors to immerse themselves in the art and enjoyment of Scotch whisky.

Diageo's goal was to revamp its existing Four Corners Distillery Visitor Centers—Glenkinchie, Cardhu, Clynelish, and Caol Ila—from production tours into brand homes that offer a sense of welcome, hospitality, joy, and personal connection for a new generation of whisky drinkers.





## **Solution**

In October 2020, Glenkinchie became the first of the Diageo Brand Homes to reopen to the public. Local and international visitors enjoy the opportunity to awaken their senses and explore the whisky's natural environment and flavor influences.

The creative team harnessed Glenkinchie's identity as the Lowland Home of Johnnie Walker, drawing from the garden of Scotland and the origin farm story and illuminating the floral and agricultural notes. As a result, Glenkinchie's flavor reflects throughout the revamped brand home. It brings the outside indoors with floral prints and lighter colors inspired by the natural landscape surrounding the Victorian red-brick distillery.

In addition to revamping the brand home's interior and exterior spaces, the distillery has integrated an updated whisky tour format and several interactive whisky tasting sessions. These include a Glenkinchie Flavor Journey, Whisky in the Wild tour, Flowers and Cocktails masterclass, and other specialized tours and tastings.



## **Results**

Despite opening under COVID-19 social distancing and travel restrictions, the reimagined Glenkinchie visitor experience has been a tremendous success. Reservations have filled 80% of available tickets, and per-capita spending has risen by nearly 120%. Guests leave with an appreciation for the important flavor contribution that Glenkinchie makes to Johnnie Walker. Early visitors have included neighbors, whisky enthusiasts, and international tourists.

# The Future of **Brand Homes**

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“ People don’t buy goods and services.  
They buy stories, magic and emotions. ”

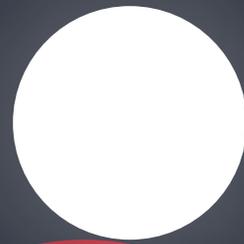
Kenneth Hoffström, Site Manager, Absolut Home

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Human beings are innately curious. We have an insatiable desire to know how things are made, where they come from, and the people who transform them into the products we know and treasure.

As more companies embrace brand homes’ potential to create real impact, they are fast becoming the economic engines of the communities they call home.

The bottom line is that the future of brand homes is bright. They’re not going anywhere anytime soon. People crave social experiences. They want to sample new things and experience them with others. Go on—turn your visitors into lifelong loyalists!





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