



CASE STUDIES

WILLIAM GRANT & SONS

CHALLENGE:

William Grant & Sons (WGS) saw that times were changing in 2017 and that its future revenues and operations were on the line. Younger generations will increasingly spend less on WGS legacy brands — if they drank any WGS brands at all. WGS understood you could lead a Millennial to water but you can't make them drink — pun intended. Smartly, WGS engaged Icarus Consulting to help them prepare for these inevitable challenges, learning how and where to appeal to millennial customers and how to generate critical revenue for the business.

ACTION:

Icarus Consulting conducted customized, in-depth research among WGS younger customers. We combined our findings with trends research from Icarus Center for Strategy, Innovation, and Results to thoughtfully facilitate the WG&S senior management team in its development of a long-term strategic D&I marketing and sales plan.

RESULTS:

WGS leaders now have a research- and trends-inspired road map to the future. The plan intends to help the WGS remain relevant in the Spirits Industry for decades to come.