

Fans of Nat Geo adventure saw the natural fit with Shackleton Whisky, which drove purchase behaviour amongst the exposed

The campaign pushed the brand towards being viewed as more unique and authentic than before. Due to the natural fit and association of the brands, both Shackleton and National Geographic were seen more positively because of the campaign.

Nat Geo viewers exposed vs non exposed Scores: % Uplift

+123%

Brand
Awareness

+93%

Brand
Consideration

+70%

Agreed the brands
fit well together

