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Inver House Appoints Burt Greener Communications for Old Pulteney and Balblair Campaigns

Inver House Distillers, the Airdrie-based independent drinks group, has appointed Burt Greener Communications to handle ongoing UK public relations for two of its premium single malt whiskies, Old Pulteney and Balblair.

Following a four-way pitch held in January, the agency has been retained to plan and implement a programme of events and media relations to drive consumer awareness for both brands.

The Old Pulteney and Balblair campaigns will be managed from Burt Greener's Glasgow office, by a team headed up by Director Lorna Burt and Account Manager Pamela Scobbie.

The campaigns will focus on supporting Old Pulteney's market position as 'The Genuine Maritime Malt', and on developing Balblair's first brand PR strategy for its non-aged expression, 'Elements'. Elements is positioned as 'The Spirit of the Air'; the pure Balblair air being the fourth element in the whisky making process. In addition, Burt Greener will provide corporate communications support for Inver House Distillers, which is one of the fastest growing groups in the UK drinks industry.

"The PR strategy that Burt Greener Communications proposed for both brands and the Inver House business is right on strategy," said Marketing Manager of Inver House, Karen Duckering. "To this end, I am delighted that Lorna Burt's team will be working with Inver House Distillers and I am in no doubt that the relationship will bring about greater brand awareness through an exciting programme of events."

Lorna Burt added: 'This is a great win for Burt Greener, and we'll be putting our experience in the drinks sector and UK on and off-trade to good use, with a creative

campaign to support each brand. Both Old Pulteney and Balblair are very highly regarded quality single malt Scotch whiskies with rich and interesting histories. We're looking forward to working with the team at Inver House over the coming months'.

For further media information please contact:

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