

Silent Pool Distillers partners with Bluedog at Heathrow

UK-based Silent Pool Distillers has partnered with production and events specialist Bluedog to bring its London Heathrow airport activation to life.

Bluedogs remit was to create a promotional space that would drive brand awareness of Silent Pool Gin and highlight its one litre bottle. In order to do so, it immediately focused on the background and story of Silent Pool Gin.

Bluedog Founder and CEO Nick King said: "Silent Pool Gin has a really interesting story, one which we really wanted to bring to life within the activation. It's a handcrafted, artisan spirit made at a very unusual location on the Duke of Northumberland's Albury Estate in Surrey, where dilapidated farm buildings on the banks of the legendary Silent Pool have been transformed into the distillery.



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SUSTAINABLE BUSINESS

"By using bio-fuel to fire their boiler (*to power the copper still*) and installing 16.5kw solar panels on the roof of the distillery, the business is becoming more sustainable. What fantastic ammunition to work with!"

The activation, which ran in February at London Heathrow Terminal 5, now moves to Terminal 2 for March and part of April. It hinges on a bespoke space dominated by a back LED screen. This used a series of short animations and videos to recreate the mystery and legend of the Silent Pool, highlight the bottle's assets and invite consumers to taste the product.

A custom-made Silent Pool Gin bar sits on a floor that reproduces the teal and copper colours and design of the bottle. These colours are also used for the bar and merchandising plinths, which double as displays for the one-litre Silent Pool Gin bottles and gift-boxes (*containing a 75cl bottle and two Silent Pool glasses*).

The bar, dominated by two giant Silent Pool Gin bottles offers passing consumers signature serve tastings of its Silent Pool Gin mixed with Fever Tree Indian tonic water.



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Floss Godfrey, Marketing Campaign Manager, Silent Pool Gin commented: "For the T5 activation, we have been primarily trying to attract new customers by showcasing the brand and offering samples."

According to Godfrey, Silent Pool Distillers, chose Bluedog for their can do professional manner and previous activations. "From the initial conversation, it was clear the company could deliver our brief to the required standard."

King added: "We're really delighted with the way that the Silent Pool Gin activation has worked so far and have very much enjoyed working with the team at the distillery. It's a joy to work with a company that is so committed to producing spirits that really do reflect true artisan craft. We look forward to a long and fruitful partnership."

The partnership with Bluedog was for the company's first large-scale travel retail activation. Floss remarked: "We are absolutely thrilled with the outcome. The quality of the units are remarkable and the entire activation has showcased our premium, luxury brand to an exceptional standard."

Godfrey, who pointed out that travel activations for a brand are quite different to other domestic promotional activity concluded: "Silent Pool Distillers were reliant on Bluedog for guidance. Bluedog were extremely responsive during the process, offering clear explanations throughout each stage."

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