



**Stuart Cassells**

South of Scotland Destination Alliance

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Becoming the BEST

# The Power of VISION





# A Clear Mission







# The Ultimate Luxury Spirit Experience





A woman with long, wavy brown hair, wearing a green and brown plaid tweed jacket, is shown in profile from the waist up. She is standing at a wooden bar counter, holding a bottle of Macallan Highland 10 Year Old Single Malt Scotch Whisky with her right hand. Her left hand is resting on the counter near the bottle. To the left of the bottle is a black, textured box, likely the product's packaging. The background is a softly blurred bar interior with warm lighting and shelves of bottles. The text "Little Things are BIG Things" is overlaid in white, sans-serif font across the center of the image.

Little Things are BIG Things



The background image is a romantic outdoor dining scene at night. It features several round tables covered with red tablecloths, set with white plates, glasses, and lit candles. The tables are surrounded by white wicker chairs. Large trees with vibrant red autumn leaves are illuminated from below, creating a warm, glowing effect. In the foreground, a dark metal railing with glowing lanterns is visible. The overall atmosphere is cozy and intimate.

# The E.B.I Mindset 'Even Better If'



# The Power of Storytelling



A photograph of three men sitting at a bar. The man on the left is wearing a dark blue shirt and has a beard. The man in the middle is wearing a brown shirt. The man on the right is wearing a white shirt and a dark vest. They are all looking at each other and talking. There are bottles of beer and glasses on the bar. The background is a blurred bar interior with shelves of bottles.

Brands are no longer just selling  
products;  
they are selling stories.





*The*  
**MACALLAN**<sup>®</sup>

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

EL CELLER DE CAN ROCA

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DISTIL YOUR WORLD

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NEW YORK



A photograph of a cozy, well-furnished living room. The room features light blue walls, a large bay window with patterned curtains, and a large plaid sofa. A wooden coffee table with antler legs is in the foreground. The text "EXPERIENCE is Everything" is overlaid in the center.

EXPERIENCE is Everything



# EXPERIENCE through Emotions





A person wearing a white long-sleeved shirt with a small brown patch on the cuff is serving a small, round, yellow dessert topped with a dusting of white powder on a copper-colored plate. The person is wearing a silver chain bracelet. In the background, another person's hands are visible, clapping. The table is set with a white tablecloth, a copper plate, a glass of amber liquid, and a textured glass. A decorative gold-colored object is also visible on the table.

SERVICE isn't the same as HOSPITALITY



A man and a woman are walking away from the camera down a brightly lit hallway. The walls are covered with various posters, including one for 'Viva ELVIS', 'RAMONA SHPEEL', 'CARTIER', and 'CIRQUE DU SOLEIL'. The man is wearing a dark suit, and the woman is wearing a black and white patterned sweater. The hallway leads to a room labeled 'ATELIERS'.

# THE MACALLAN



How Much  
Would You Pay?





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1. Experience is Everything

2. Storytelling is Key

3. Nothing is Random

4. Little Things are BIG things

5. Inspire through Vision





# Thank You

