

WHYTE & MACKAY



Decoding Scotch:
Unveiling consumer perceptions in the world of whiskey

May 24



WHYTE & MACKAY IS A
GLASGOW BASED, WHISKY
FOCUSED BUSINESS FOUNDED ON
THE DOCKS OF GLASGOW IN
1844 BY JAMES WHYTE AND
CHARLES MACKAY WITH OVER
600 EMPLOYEES



WHYTE & MACKAY



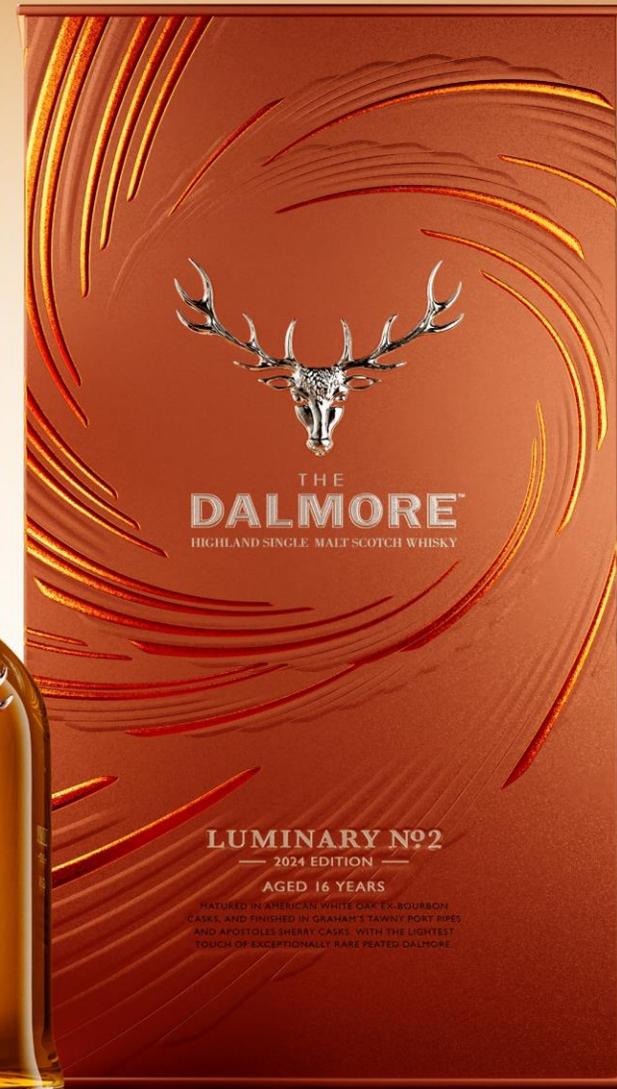
WE HAVE 4
MALT WHISKY
DISTILLERIES

WHYTE & MACKAY

THE
DALMORE™
HIGHLAND SINGLE MALT SCOTCH WHISKY

The MAKING of
a MASTERPIECE

Discover More





We Are On a Mission

**TO CHANGE HOW BUSINESSES CONNECT WITH
CONSUMERS!**

CAPCO

reckitt

Ford

IKEA

L'ORÉAL

WHYTE & MACKAY

ZEISS

KPMG

vodafone

Brand Finance®

DIAGEO

CIRCLE K

Unilever

amazon

SAMSUNG

We are uniting the complex worlds of **AI technology**
and **human expertise**.

2019

Year Founded

100+

Clients

120

Countries

5,000,000+

Consumer Connections

ESOMAR
member





How much do you love me,
on a scale of 1 to 10?



Conversation reveals the true depths of human behaviour.





Research is moving
into a new era!

Door to Door → Phone Interviews → Online Surveys →
AI-Human Conversations

THE FUTURE OF
RESEARCH IS
QUAL AT SCALE
POWERED BY
CONVERSATIONAL
AI.



WE HAVE CREATED TRAINED
OUR AI MODERATOR WITH
HUNDREDS OF MANUAL,
EXPERT CONSUMER
INTERVIEWS AND REPORTS,
SO THAT YOU GET:

Depth of Qual with Scale of Quant

Go beyond what surveys can offer.

Interview hundreds of people in local language, in less than 24 hours.

AI Moderated High Quality Human Conversations

BoltChatAI moderates discussions, ensuring they stay rich and relevant. It evaluates conversation quality, deciding whether to probe further, issue warnings, or disqualify participants. This ensures conversations uncover the "why" behind the "what."

AI Powered Actionable Reports

Our AI is trained to analyse conversations in depth, identify themes, create summaries and answer your questions about report insights.



AI-POWERED QUALITATIVE RESEARCH TOOL TO CHAT WITH GENUINE INDIVIDUALS AND REPORT IN 24 HOURS.



PROMPT

Select your **audience** by targeting 1000s of data points; demographics, category and interests.

It only takes 5 minutes.

Type in a short brief to define your **research objectives**, and areas to discover from the consumers you are targeting.

Project Name
My First Project 
23-10-2023

Audience

 22 	 United Kingdom 
 Consumer Electronics 	 Female, Male 

Create New Project



AI-POWERED QUALITATIVE RESEARCH TOOL TO CHAT WITH GENUINE INDIVIDUALS AND REPORT IN 24 HOURS.

2

AI GENERATED DISCUSSION GUIDE

Automatically create customizable discussion guides in seconds based on your research objectives.

You may add or edit the questions before you launch, add videos and photos for AI moderator to use in the interviews, or give in-depth probing instructions.

Conversation / Chat Guide

AI has generated the following discussion guide according to your inputs. You are free to edit it as you like.

1. Can you tell me about your experience with online dating apps and platforms? ✎ ✕ ⊕
2. How do you generally meet people that you date? Is it primarily through online apps/platforms or offline interactions? ✎ ✕ ⊕
3. What are the advantages of using online dating apps compared to meeting people offline? ✎ ✕ ⊕
4. Are there any disadvantages or pitfalls that you have experienced while using online dating apps? If so, could you please elaborate? ✎ ✕ ⊕
5. How do you perceive dating apps in terms of their effectiveness in ✎ ✕ ⊕

Need More? Add your own custom question below if required

Custom Question (i.e. Could you please tell us about your morning hairstyling routine?)

+ ADD QUESTION





AI-POWERED QUALITATIVE RESEARCH TOOL TO CHAT WITH GENUINE INDIVIDUALS AND REPORT IN 24 HOURS.

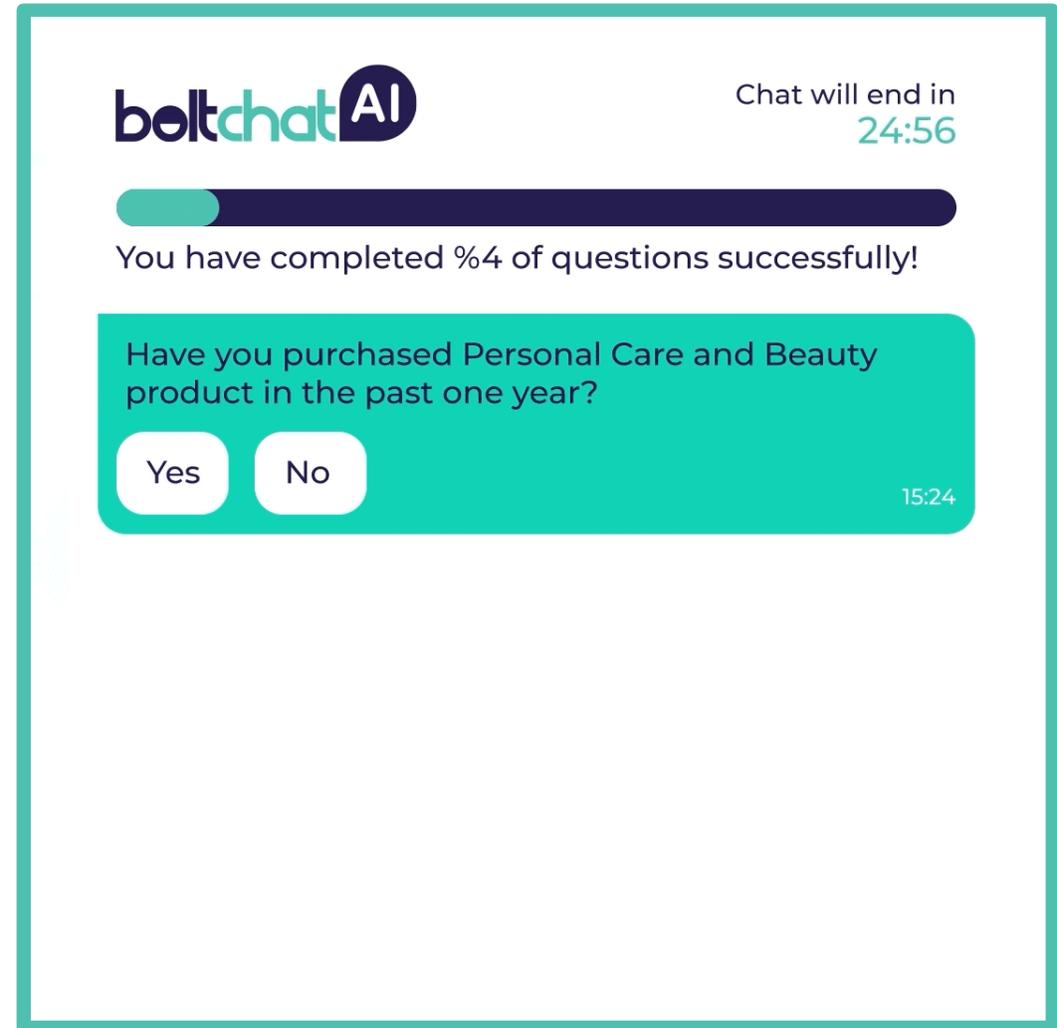


AUTOMATED AI – HUMAN

CHATS
Our AI moderator is trained to conduct high quality, high engagement conversations in local language.

AI referee monitors human responses for quality, relevance and length to decide to probe, warn or disqualify respondents.

*Manual recruitment available to [link with CRM, social media and owned communities.](#)





AI-POWERED QUALITATIVE RESEARCH TOOL TO CHAT WITH GENUINE INDIVIDUALS AND REPORT IN 24 HOURS.



AI GENERATED REPORT

Once the conversations are complete, our AI moderator will deep dive into the transcripts, to answer your 'burning question'.

You will receive your full report **within 24 hours of launch** including a summary, key insights and human quotes. You can interact with your data by asking questions to your AI moderator.





04/12/2023
REPORT
Understanding frequent traveler behaviour for data and voice connectivity

AUDIENCE
Location: United States
Category: Shopping and Retail
Age: 28 to 75

KEY INSIGHTS

- 1. Emotional Connection and Nostalgia**
Both the Coca-Cola and Amazon commercials were successful in evoking strong emotions in the respondents. The commercials brought about feelings of nostalgia, happiness, and warmth, which are associated with the Christmas spirit. This emotional connection can significantly influence consumers' perceptions of a brand and their purchasing decisions.
The commercials' portrayal of kindness, generosity, friendship, and family resonated with the respondents. These elements made the commercials memorable and impactful, further strengthening the emotional connection with the brands.
- 2. Brand Image and Values**
The respondents felt that both commercials aligned well with the respective brands' image and values. The Coca-Cola commercial was seen as embodying the brand's heritage and tradition, while the Amazon commercial was perceived as creative and innovative.
The commercials' messages were also seen as reflecting the brands' values. For instance, the Coca-Cola commercial's message of "anyone can be Santa" was seen as promoting inclusivity, while the Amazon commercial's message of "having fun at any age" was seen as promoting joy and positivity.
- 3. Influence on Purchase Decisions**
While some respondents stated that the commercials did not significantly influence their purchase decisions as they were already loyal customers, others mentioned that the commercials made them consider purchasing from the brands. This suggests that while commercials can reinforce brand loyalty, they can also attract potential customers.
- 4. Target Audience**
The respondents believed that the commercials were targeting a broad audience, including people of all ages. This suggests that the commercials were successful in appealing to a wide range of consumers.
The commercials' portrayal of diverse characters, such as the different Santas in the Coca-Cola commercial and the elderly women in the Amazon commercial, was seen as inclusive and representative of different consumer groups.
- 5. Commercial Preference**
When asked to choose their preferred commercial, respondents had mixed opinions. Some preferred the Coca-Cola commercial due to its nostalgic and traditional Christmas vibe, while others preferred the Amazon commercial due to its creative and heartwarming portrayal of friendship and fun.
The commercials' ability to evoke strong emotions and resonate with personal experiences played a significant role in determining the respondents' preferences. For instance, some respondents preferred the Amazon commercial as it reminded them of their own friendships and childhood memories.

**Translation for foreign markets already included in the report.*



Already available in 32 countries, and counting

The Americas

Brazil
Canada
Chile
Colombia
Mexico
USA

EMEA

Egypt
France
Germany
Italy
Ireland
KSA
Netherlands
Poland
Portugal
Romania
South Africa
Spain
Switzerland
Turkey
UAE
UK

APAC

Australia
China
Hong Kong
India
Indonesia
Japan
Philippines
Singapore
Thailand
Vietnam

...and more!



USE CASES



Early-Stage Creative/ Advertising Testing

Refine and validate new advertising concepts before full-scale production.



Idea & Concept Investigation

Explore the potential of new product ideas or business concepts by engaging with relevant consumer groups.



Market Exploration & Validation

Validate market potential before making investment decisions.



Growth Space Exploration

Identify new trends and market opportunities for business expansion.



Enrichment of Quantitative Data

Augment quantitative data with qualitative insights to provide a clear understanding of consumer behaviours.



Trade Story Enhancement

Enhance trade presentations and pitches with rich consumer insights to better convey the value proposition to retailers or other stakeholders.



Human Insight & Quote Collection

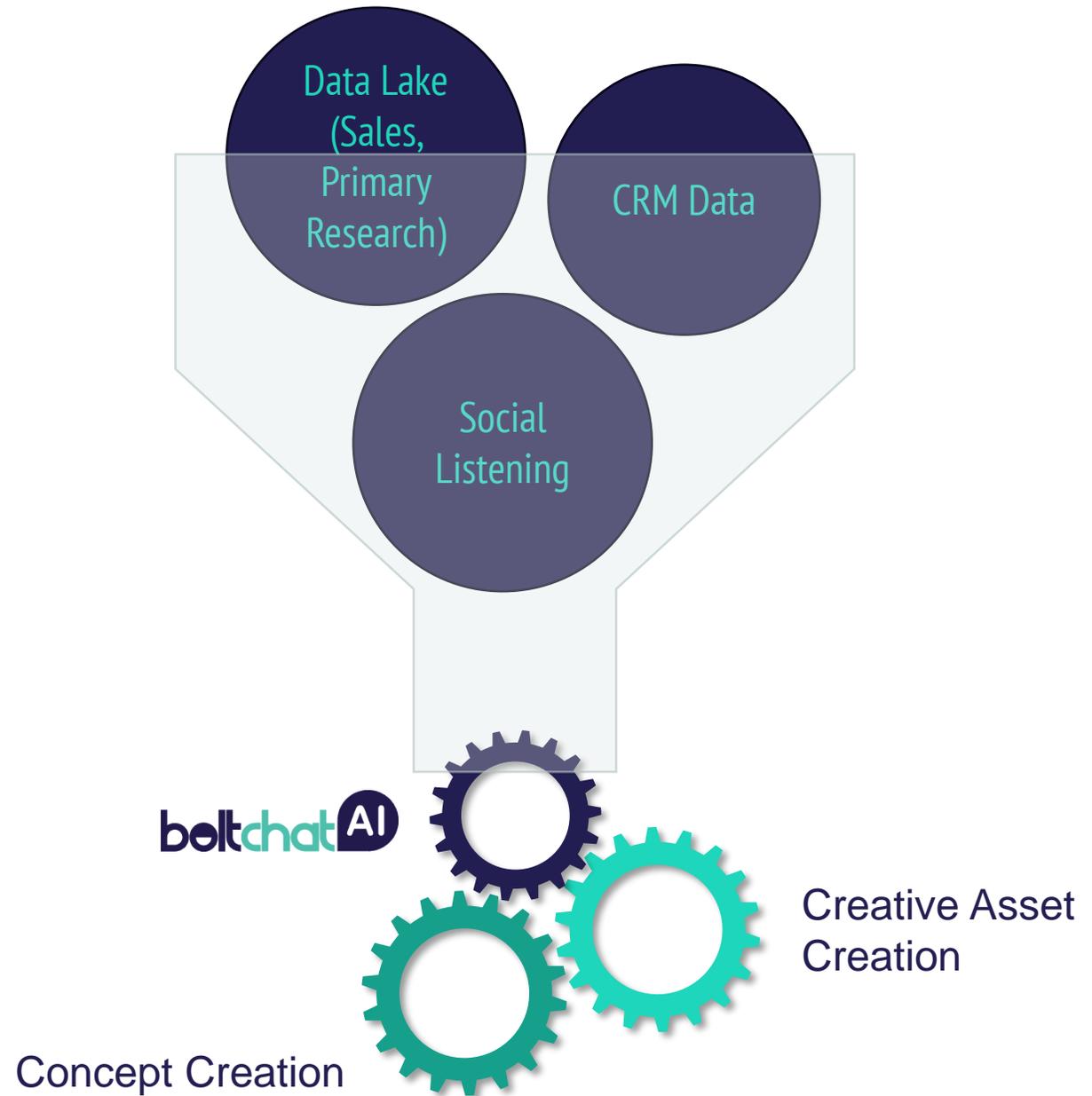
Collect authentic consumer feedback and quotes to humanize brand storytelling and marketing communications.



Sentiment Analysis

Understand consumer sentiments towards your brand or products to inform marketing strategies and product improvements.

All data flows into an autonomous engine to understand why and turn into innovation ideas that are automatically optimised and validated.





For Whyte & Mackay the Bolt team are

- ✓ Constantly **evolving** their products
- ✓ Feel like an **extension** of our team
- ✓ Fun, open, **passionate** & full of ideas 😊



Bolt Chat AI

- ✓ Empowers us to test our **innovative ideas**, encouraging **greater creativity**, without the burden of lengthy projects
- ✓ The **human quotes** and **story telling** that is achievable in literally a **matter of hours** enable deep & rich understanding of the **consumer** and the **shopper**



28/04/2024

REPORT

Decoding Scotch, Single Malt and Blended Whiskeys Gifters

OBJECTIVE

To explore consumer perceptions, preferences, and potential misconceptions related to Scotch, Single Malt, and Blended whiskies among regular whiskey consumers in the United States. The study will examine the impact of elements such as origin, production methods, and branding on their purchasing decisions, aiming to uncover the intricacies of their relationship with Scotch and other whiskies. The insights will be used to develop innovative engagement and marketing strategies to strengthen consumer-brand relationships within the beverage industry.

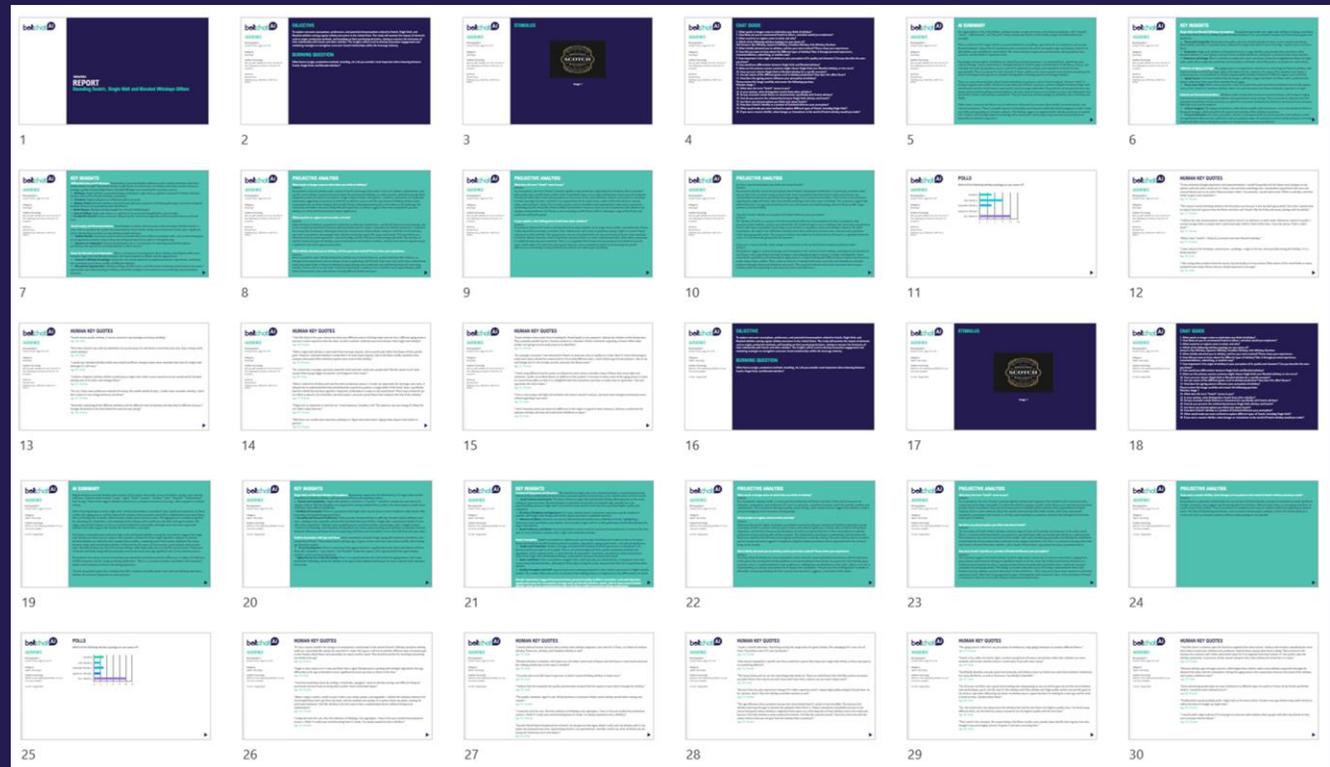
BURNING QUESTION

What factors (origin, production methods, branding, etc.) do you consider most important when choosing between Scotch, Single Malt, and Blended whiskies?

28/04/2024

REPORT

With an AI summary for an instant summary to Chat Guide, Key Insights, Projective Analysis, Polls & Key human quotes the output in hours rather than days or weeks is truly remarkable





AUDIENCE

Demographics

United States, Age 21 to 99

Category

Spirits; Beverage

A FEW KEY TAKEAWAYS OF THIS STUDY (Driven by the AI Summary)

Occasion	The choice between single malt and blended whisky is influenced by the nature of the occasion, social context, and personal taste . Blended whiskies are chosen for casual settings , while single malts are reserved for special events . Preferences of friends and family, along with brand loyalty and current mood , also play significant roles in the selection process.
Authenticity & part of a repertoire	The aging process is widely recognized for enhancing the smoothness and complexity of the whisky, with a preference for older, well-aged varieties . The origin, particularly Scotland, is seen as a mark of authenticity and quality , although some consumers appreciate whiskies from other regions like Ireland, the United States, and Japan.
Emotional connection	For regular gifters in the United States, whiskey invokes a range of sensory and cultural associations , with "smooth", "classy", "sophisticated", and "flavorful" being common descriptors. It also evokes images of traditionalism and nostalgia .
Diversity	There is a desire for wider diversity in flavor profiles and a move towards more inclusive marketing that dispels stereotypes and appeals to a broader demographic , including women and younger drinkers .



AUDIENCE

Demographics

United States, Age 21 to 99

Category

Beverage

Custom Screening

Did you gift whiskey for one or more of the following occasions in the last 12 months?

Birthday

Anniversary

Holidays (e.g. Christmas; NYE etc.)

Other

HUMAN KEY QUOTES

"The reason I started drinking whisky in the first place was because it was my dad's go-to drink. Over time I would come to enjoy it too and I grew to love the flavor and taste and I found I like the fruity and sweet pairings with my whisky."

Age 22, Female

"I believe the only misconceptions about Scotch is that it's an old man's or dad's drink. Whenever I drink it in public, I receive strange looks or people don't understand why I drink it. Most of the time, I hear the phrase "that's a dad's drink"."

Age 22, Female

"I have chosen it for birthdays, anniversaries, weddings, a night at the bar, and especially during the holidays. It is a family favorite."

Age 33, Male

"When I hear "scotch", I think of a premium and more flavorful whiskey."

Age 51, Female

"When I visited the distillery and saw the entire production process, it made me appreciate the beverage even more. It allowed me to understand the time and dedication required to produce a single bottle of the drink. Now, I specifically look for a drink that has been aged for a long time"

Age 22, Female

"As a younger consumer I was interested in flavors or what was easy to swallow as a shot. Now it's more interesting to really taste what a brand has curated and it's fun to find different notes. I don't drink to get drunk anymore. I like to sip and indulge but it's nice to take my time and savor the flavors more."

Age 31, Female



AUDIENCE

Demographics

United States, Age 21 to 99

Category

Beverage

Custom Screening

Did you gift whiskey for one or more of the following occasions in the last 12 months?

Birthday

Anniversary

Holidays (e.g. Christmas; NYE etc.)

Other

HUMAN KEY QUOTES

"I enjoy the taste for sure. Also the ambiance of drinking a nice aged glass. I have in the past studied the production process. I think it's really neat and interesting how it's made. I've always wanted to visit a distillery."

Age 41, Female

"The quality standards. Aged in oak. All the harshness is removed. Makes scotch whisky overall better tasting and smooth."

Age 41, Female

"My best friend Dylan introduced me to Scotch. He also got me into cigars which is why I pair my whiskey with it. My palate has improved over time. Appreciating Scotch is an acquired taste. And like I said in my circle of friends you do not guzzle Scotch you sip it and enjoy it."

Age 44, Male

"That scotch is for everyone, the reason being is the flavor usually scares people away and the price tag too, but even though it may seem higher priced, if sipped, it can last a very long time."

Age 30, Male

"Because whiskey ages through a process called Angel share which is when some whiskey evaporates through the Wood of the calves into the atmosphere during this aging process this evaporation increases the proof of the whiskey and creates a delicious taste"

Age 37, Male

"More advertising would make me more inclined to try different types of scotch or if more of my friends and family drink it. I would be more inclined to try it."

Age 60, Female

"I myself prefer single malt but if I'm buying it to consume with multiple other people I will often buy blends to help ease everyone into the flavors."

Age 25, Female



AUDIENCE

Demographics

United States, Age 21 to 99

Category

Beverage

Custom Screening

Did you gift whiskey for one or more of the following occasions in the last 12 months?

Birthday

Anniversary

Holidays (e.g. Christmas; NYE etc.)

Other

PROJECTIVE ANALYSIS

How does Scotch's identity as a product of Scotland influence your perception?

Analysis:

The identity of Scotch as a product of Scotland positively influences the perception of many respondents, who associate it with tradition, quality, and authenticity. The Scottish origin is seen as adding to the exclusivity and appeal of Scotch, with some respondents expressing a sense of pride or specialness when consuming it. However, for other respondents, the origin is less influential, and they base their preferences on taste, price, and personal experience rather than geographic origin. The responses indicate that while the Scottish identity of Scotch is a significant factor for some, it is not universally grasped by all consumers.

What words or image comes to mind when you think of whisky?

Analysis:

For respondents, whisky evokes a sensory journey marked by rich flavors and colors, often tied to moments of relaxation, camaraderie, and celebration. It's seen as a premium, sometimes luxurious spirit that provides comfort and sophistication. The associations with aged quality, social settings, and a variety of tastes suggest that whisky is both a personal indulgence and a connector among people.

What initially attracted you to whiskey, and has your taste evolved? Please share your experiences

Analysis:

The initial allure of whiskey for many respondents seems rooted in social and familial connections, with introductions to the spirit often coming from family traditions or recommendations from friends. As experiences with whiskey grow over time, there's a noted evolution in taste preferences, shifting from an initial focus on the spirit's effects or its role in social bonding, to a deeper appreciation for its flavors and complexities. The journey from drinking what's available or affordable, to choosing whiskeys for their nuanced characteristics, suggests a maturation of the palate.

In your opinion, what distinguishes Scotch from other whiskies?

Analysis:

Respondents believe that Scotch is distinguished from other whiskies by its origin, flavor profile, and production. Scotch is often described as having a smoother, more refined taste, with some respondents noting a lighter or sweeter flavor compared to other whiskies. The aging process and use of malted barley are also mentioned as factors that contribute to Scotch's distinct character. Some respondents perceive Scotch as a more sophisticated drink, while others appreciate its traditional and cultural associations. There is a recognition that Scotch must be produced in Scotland to bear the name, which adds to its exclusivity and appeal. However, some respondents admit to not knowing the specific differences or not having a strong preference for Scotch over other types of whiskey.





REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT

Connor.Smyth@whyteandmackay.com

ESOMAR
member



FOR A FREE PILOT WITH 10 CREDITS,
VISIT BOLTCHATAI BOOTH

Hakan.Yurdakul@boltinsight.com

www.boltchatai.com

linkedin.com/company/boltinsight