



**CLIENT**  
**PROJECT**

Diagio  
De Nolet presented by  
Ketel One Vodka

**BACKGROUND**

Ketel One is produced at the Nolet distillery in Schiedam, Holland - a city often referred to as a “capital of spirits” in reference to the Nolet family’s 300 years of distilling legacy that they have passed on from Father to Son for 11 generations. Schiedam is also home to the world’s tallest windmill, De Nolet, which powers 20% of the energy used onsite at the distillery.

Ketel One is produced using age-old distillation techniques in copper pot stills, combined with modern technology to create what is ranked as the no.1 vodka by the world’s top 50 bartenders.

**BRIEF**

Launch Ketel One’s first experiential marketing activation to communicate the brands heritage, legacy and authenticity to its loyal fan base while introducing Ketel One Vodka to a new audience.

**IDEA**

De Nolet presented by Ketel One Vodka is a touring brand activation created by Cunning NY that is symbolized by a grand entrance via the iconic 45ft copper windmill design. This was inspired as a modern interpretation of De Nolet windmill in Schiedam, and combines the materials used for the copper pot stills that are used today to produce Ketel One Vodka.



Inside the event, guests learn about the 11 generations of Nolet family distilling heritage, experienced the multi-sensory Brand Wall and had the chance to experiment with the Ketel One Vodka Taste Test. Guests also enjoyed Ketel One cocktails prepared by leading mixologists from across the country, paired with curated bites from leading caterers.

Artist Dev Harlan’s experiential installation “Eleven” – which represented the ascending scale of the Nolet’s eleven generations of distilling – was the first visual art encounter for guests once they entered the De Nolet space. Handcrafted furniture spoke to the brands dedication to craftsmanship and quality.



De Nolet Presented by Ketel One® Vodka made its inaugural debut in Miami during Art Basel in 2013 with an immersive experience that allowed attendees to discover the brand through the lens of the 11 generations of Nolet distillers/craftsmen. The program grew over 2014-15, traveling to Austin for SXSWInteractive as an official sponsor, and New York City, where a large-scale activation featured performances by actor Penn Badley’s of-the-moment band MOTHXR, and Dev Hynes of Blood Orange.

**RESULT**

- Approx. 10,000 guests over events in 5 markets
- 130 press placements
- 625M+ media impressions
- 110 Tasting Table Sessions, educating over 1,000 guests