



10 Years Old... *A Moving Retrospective!*

•
*Management
Consultancy*

•
*Heritage & Leisure
Development*

•
*Experiential Brand
Marketing*

TEN YEARS OLD. Like a fine malt whisky, we're maturing nicely, and we thought a 'retrospective view' (as well as a dram) was called for.

Remarkably, this is our first newsletter, brochure, flyer. Call it what you will (and you may have your own ideas), we hope it will prompt you to call us! When you do, be sure to check the panel on the back page for our new contact details. If you haven't already done so, now is probably a good time to update your records.

Our move to new offices gives us space for planned growth over the next ten years and means easier (and cheaper) parking for all our visitors. But, before we look forward, this newsletter presents a few highlights from a decade's work - a selected retrospective, if you will.

And, just like that fine malt whisky, ten years old is a very good age for The Edinburgh Consultancy. Try some soon!



EXPERIENTIAL MARKETING

“If the visitors won't come to you...

...then you should go to the visitors” was the advice we offered distillers William Lawsons of Macduff. Unfortunately, Macduff is remote from Scotland's main tourist areas and Lawsons' whisky is sold mainly in France, Spain, Portugal, Italy and The Lebanon.

So, rather than build a centre no-one would see, we took a lateral view and recommended a mobile brand centre - the **Distillery on the Road™**. That was in 1995. Now we've just refitted this unique whisky visitor centre on wheels and it's off on its travels once again.

Visitors experience the complete Lawsons' distillery tour, from still house to Manager's office with a video presentation and interactive tasting along the way.

A leading trade magazine described it as a “magic carpet”. Having designed and built William Lawson's Distillery on the Road™, we were excited that others recognised its very special ability to take a tiny bit of Scotland to any corner of a foreign field (or supermarket, race meeting, trade fair...)



Outside...bringing Scotland to the seafront in Cannes

...and inside, our magic carpet transports you to Macduff!





So who are The Edinburgh Consultancy?

Well, different things to different clients.



For some, we're classic management consultants offering independent analysis and strategic advice.

Clients such as **Scottish Enterprise Edinburgh & Lothian** have worked with us since 1991 evaluating and developing a range of business opportunities across a wide range of industry sectors.

For others, such as **John Dewar & Sons**, we're brand engineers working to introduce innovative new concepts in heritage-based experiential marketing. **Dewar's World of Whisky** in Aberfeldy, which we conceived, designed and project managed, is breaking new ground as a brand centre and attracting international recognition from consumers - and Dewar's competitors.

Then again, for clients such as Edinburgh's **Japanese Garden Trust** or even the IOC's **Olympic Museum**, we're facilitators devising ground-breaking solutions and creating new partnerships. Funding for the Japanese Garden followed from our strategic recommendations and, for the Olympic Museum, we were able to establish the partnerships that created their first ever temporary exhibition in the UK.

And, from time to time, we're even leisure attraction operators - designing, building and managing our own travelling exhibitions, such as the critically acclaimed **World of 007**.

With all this, we believe we offer an unusually comprehensive mix of in-house skills so, perhaps, when we think about it after all, we're not a malt but a particularly refined blend!

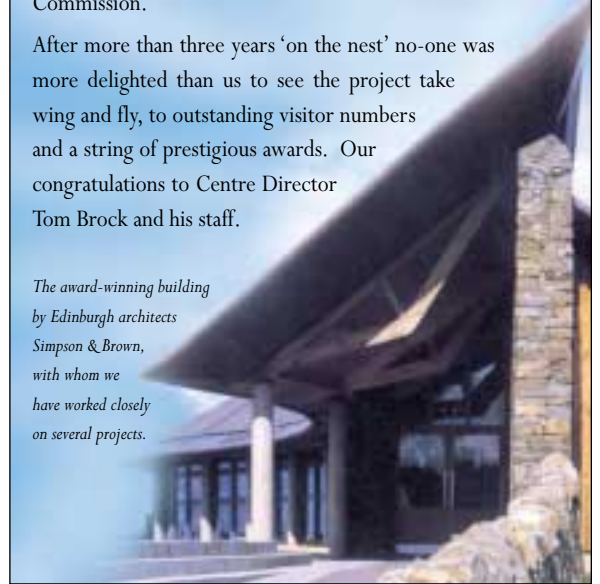
TOURISM AND LEISURE CONSULTANCY Visitors Flock to Seabird Centre

The **Scottish Seabird Centre** in North Berwick has just completed its launch year, with a spectacular 200,000+ visitors.

We worked with the original project sponsors LEEL and East Lothian Council to evaluate and develop the concept, prepare a Business Plan and then support the fledgling Trust through the onerous process of a detailed appraisal by the Millennium Commission.

After more than three years 'on the nest' no-one was more delighted than us to see the project take wing and fly, to outstanding visitor numbers and a string of prestigious awards. Our congratulations to Centre Director Tom Brock and his staff.

The award-winning building by Edinburgh architects Simpson & Brown, with whom we have worked closely on several projects.



EXHIBITION DESIGN & OPERATIONS

"Now pay attention 007!"

One of our own projects was to create, design and project manage a touring exhibition on the James Bond phenomenon, running for two years in three countries.

Themed as **World of 007: The Official James Bond Exhibition** the 12,000 square feet show toured venues in England, Scotland and Germany including the McLellan Galleries, Glasgow; the Historic Royal Dockyards, Portsmouth and the Roemer & Pelizaeus Museum near Hamburg, Germany.



Our picture shows The Edinburgh Consultancy's Ian Buxton (posing as 007 perhaps?) with 'Naomi' (Caroline Munro); 'Q' (the late and sadly missed Desmond Llewelyn) and Lois Maxwell, the original 'Miss Moneypenny' at the exhibition's launch at the Royal Armouries Museum, Leeds. A remarkable 120,000 visitors checked out the World of 007 in just over three months in Yorkshire.

“...the ultimate Scotch Whisky visitor centre”

Not our words, but the judgement of *Whisky* magazine on visiting **Dewar’s World of Whisky** which we created for John Dewar & Sons. They went on to observe that this was “a new benchmark against which all future developments will have to be measured” and, in *The Herald*, we were thrilled to read that “the journey is hands-on and interactive.... you will feel like an industrial spy, such is the reality of the experience”.

So why is Dewar’s World of Whisky so different? Essentially we turned the whisky visitor centre experience on its head and looked at the brand (with its unique attributes) rather than the distilling process (fascinating, but essentially the same everywhere). Simple, perhaps - but it hadn’t been done until then.

Suddenly, Dewar’s have a fresh story, a unique experience based on the brand’s heritage and a resource that brings international distributors, sales people and their marketing partners to Scotland for brand ‘edutainment’ that no other medium can deliver.



World of Whisky was shortlisted as ‘Best New Attraction 2001’ - Scotland’s only nomination.



The dramatic entrance to “the ultimate Scotch Whisky visitor centre.”



Visitors create their own experiences through interactive interpretation.

STRATEGIC CONSULTANCY - FUNDRAISING

Friendship and Reconciliation

May 2001 saw the ground-breaking for Edinburgh’s **Japanese Garden** in the grounds of Lauriston Castle. Close to memorials for Scottish soldiers killed in the Burma campaigns of WWII, a Shinto ceremony formally blessed the site of the Japanese Garden - a space for contemplation, friendship and reconciliation.

We have worked since 1995 with LEEL and their successor Scottish Enterprise Edinburgh & Lothian to create this moment. Over the next 12 months fundraising will be complete and the Japanese Garden will take shape. Effectively the first project of Edinburgh’s Waterfront Strategy, it will bring new life to a hidden jewel, promote better understanding and relationships between the peoples of Scotland and Japan and facilitate cultural exchanges and educational events.

Our work behind the scenes has included site analysis, fundraising strategy and implementation and management assistance on the development of the Garden and its trust structure. We’re sure that this particular garden will flourish for years to come.



The Friendship Garden will be close to Lauriston Castle itself.



THE • EDINBURGH • CONSULTANCY

Management Consultancy • Heritage & Leisure Development • Experiential Brand Marketing

Our Clients

In addition to the work showcased here, our clients include private, public and not-for-profit organisations. Over the years, we've worked across a variety of industry sectors to promote heritage, extend brands, develop or appraise management performance and deliver added-value solutions for respected clients such as The Whale & Dolphin Conservation Society; Fife Enterprise; the National Galleries of Scotland; Brown-Forman Corporation; Highlands & Islands Enterprise; Scottish & Newcastle plc and many others.

In future editions of this newsletter, we'll look at individual case studies in greater depth.

NEW ADDRESS, PHONE & FAX NUMBERS

If you haven't already amended your records, here's a reminder of our new contact details:

The Edinburgh Consultancy
91 East London Street
Edinburgh EH7 4BQ

Tel: +44 (0)131 556 9979

Fax: +44 (0)131 556 8745

We have moved for growth and hope to see you soon at our new offices.



Allander Litho
High Quality Printing

*Our newsletter was printed by
Allander Litho of Easter Road, Edinburgh
who have produced high quality printing
for a number of our clients.
Contact Gary Holmes on 0131 555 5554
or e-mail gary@allander.com
for more details of the Allander service.*

Tell me more!

To: 0131 556 8745
Fax Back Enquiry Form

If you'd like to know more about our work, please write or telephone **Ian Buxton**, Managing Partner at our new address or complete the details below, copy the page and fax to 0131 556 8745

FROM: NAME.....

ORGANISATION.....

TELEPHONE.....

Please contact me with further details of your services in:

MANAGEMENT CONSULTING

HERITAGE DEVELOPMENT

STRATEGIC MARKETING

DESIGN DEVELOPMENT & PROJECT MANAGEMENT

TOURISM & LEISURE CONSULTANCY

EXHIBITION DESIGN, MANAGEMENT & OPERATIONS

BRAND ENGINEERING

ECONOMIC IMPACT & FEASIBILITY STUDIES