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Distil PLC
Distil launches TV advertising campaign for RedLeg Spiced Rum

Distil Plc (AIM: DIS), owner of premium drinks brands RedLeg Spiced Rum, Blackwoods Gin and Vodka, Blavod Black Vodka, Jago's Cream Liqueur and Diva Vodka is pleased to announce the launch of a TV advertising campaign for RedLeg Spiced Rum valued at over £500,000.

The first TV advertising campaign for the brand launches 14 April 2022 on ITV channels, showcasing the brand's signature vanilla and ginger spiced rum and bringing to life the iconic Red Legged Hermit Crab which lends the brand its name.

For the campaign, RedLeg partnered with ITV Adventures. The teams worked closely to develop the media plan, which will see the 30 second advert target key audiences on linear ITV channels, as well as nationally across the ITV Hub.

The strategy and creative has been produced in collaboration with on-demand marketing agency [Small World](#) and end-to-end advertising agency, [10 Days London](#). The ad features RedLeg's signature serve alongside the Crab Dance – a disruptive platform through which RedLeg's mascot is brought to life off-pack.

Don Goulding, Executive Chairman, commented:

“We are very excited to announce the launch of RedLeg's first TV advertising campaign.

The team worked closely with ITV to devise the optimum media plan, and with Small World and 10 Days to refine strategy and creative. Together we were able to produce an ad which not only showcases the RedLeg occasion, but gave us the opportunity to bring the hermit crab mascot to life, highlighting the brand's playful, laid-back personality.

RedLeg has consistently grown ahead of the spiced rum category since its launch in 2013, and we're confident that this campaign will continue to build on the success of the brand.”

To watch the ad please visit www.redlegrum.com

For further information:

Distil PLC	
Don Goulding, Executive Chairman Shaun Claydon, Finance Director	Tel +44 20 3283 4006
SPARK Advisory Partners Limited (NOMAD)	
Neil Baldwin Mark Brady	Tel +44 20 3368 3550
Turner Pope Investments (TPI) Ltd (Broker)	
Andy Thacker	Tel +44 20 3657 0050

About Distil

Distil Plc is quoted on the AIM market of the London Stock Exchange. It owns drinks brands in a number of sectors of the alcoholic drinks market. These include premium spiced rum, vodka, gin, vodka vanilla cream liqueur and are called RedLeg Spiced Rum, Blackwoods Vintage Gin, Blackwoods Vodka, TRØVE Botanical Vodka, Blavod Original Black Vodka, Diva Vodka and Jago's Vanilla Cream Liqueur.

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