

# Jack Daniel's latest campaign focuses on the authenticity of the brand



Launched by Brown-Forman Global Travel Retail, *We Are Jack* remains true to the core values of the name

From London to Los Angeles, Paris to Bangkok and dozens of airports in between, international air travelers and Jack Daniel's fans will soon encounter its campaign: *We Are Jack*. Launched by Brown-Forman Global Travel Retail, the lively campaign will focus equally on the authenticity and integrity of the whiskey, as well as, the loyalty and professionalism of those who make it at the Jack Daniel Distillery.

Reminding passengers across the globe that every drop of Jack in the world is made in a town with one spotlight and many hardworking men and women, *We Are Jack* reiterates that Jack Daniel's is the "whiskiest whiskey from Lynchburg, Tennessee."

Aude Bourdier, Vice President and Marketing Director, Brown-Forman Globe Travel Retail commented: "Jack Daniel's is a whiskey that for 153 years has remained true to its core values of independence, authenticity and integrity as established by Mr. Jack himself. Our new *We Are Jack* campaign being launched in over 50 airports worldwide is designed to introduce those values to new friends and reinforce it among the legions of Jack Daniel's loyalists everywhere."

Devised to emphasize the fact that Jack Daniel was a real person - with a distillery located in a real place - the campaign shares the motto of the brand: Every day we make it, we'll make it the best we can.

As the number two selling spirit by volume in travel retail, Jack Daniel's Tennessee Whiskey is an iconic brand that is considered the most recognized whiskey in the world.

"This brand and the people who make it - more so than any other American whiskey - don't just talk

the talk but, more importantly, they walk the walk as Jack Daniel's global popularity and reputation illustrates," Bourdier added.

Although she declined to disclose the budget of the campaign, Bourdier shared that Brown-Forman Travel Retail represented a sizeable financial commitment in support of one of the top selling whiskies in both domestic and travel retail markets.

"We are very pleased with the positive reception *We Are Jack* received from our retail partners. They have embraced the campaign completely and will work closely with us to bring the history and authenticity of Jack Daniel's Tennessee Whiskey - as well as news of the special people who make it - to international travelers in airports around the world," she said.

The campaign displays and other related items are scheduled to start appearing in major international airports this fall.