

Jameson presents city guides to help global travelers 'Arrive Like a Local'



The omnichannel Arrive Like a Local campaign engages travelers across multiple touchpoints on their journey across digital, social, retailer integration and out of home (OOH), driving footfall to multi-faceted interactive in-store experiences hosted by key travel hubs across the world

Today, [Pernod Ricard](#) Global Travel Retail (PRGTR) is announcing the launch of the [Jameson](#) global campaign 'Arrive Like a Local,' conceived in partnership with Irish Distillers and exclusive to global travel retail.

The campaign aims to inspire global travelers to explore new places "through the eyes of those who know these cities best," reads the March 13 press release.

City Guides connect global travelers to new locations

With Irish Distillers, Jameson has created a digital library of 'City Guides,' which provide information on Jameson-recommended places to explore, where to drink, eat and "mix" in 12 cities - encouraging them to "feel like one of the locals as soon as their feet touch the ground."

The Jameson City Guides can be accessed by a QR code or directly through a [dedicated web page](#) instantly unlocking recommendations that have been curated by selected Jameson bartenders and brand ambassadors. Travelers can expect to:

- Explore Like a Local: Discover off-the-beaten-track experiences
- Chat like a local: Jameson Fans are invited to pick up an audio headset to 'listen and learn the local lingo'. The voiceover experience will take travelers on a journey around the world, before they've even left the airport, equipping them with all the tools they need to share their favorite Jameson drink with a local wherever they are headed
- Eat Like a Local: Pinpoint the best restaurants and street food vendors
- Drink Like a Local: Discover the finest cocktail establishments, hidden speakeasys, or cosy pubs.
- Mix like a local: Travelers will be invited to try Jameson neat, or as a cocktail inspired by local serves around the world

To cement memories of the trip, shoppers can purchase a bottle of Jameson wrapped in a city map.

Arrive Like a Local at more than 35 airports

Launching at more than 35 airports worldwide in March, the Arrive Like a Local campaign will feature the Jameson Family, with particular focus on GTR exclusive Jameson Triple Triple as well as Black Barrel.

The campaign will be launched in partnership with [Trip Advisor](#), where Jameson will sponsor destinations, offering the site's users the chance to Arrive Like a Local the Jameson way.

Building on the brand's ethos to 'Widen the Circle,' the campaign invites Jameson fans to experience the world "like a local" while connecting them to a global community.

The omnichannel Arrive Like a Local campaign engages travelers across multiple touchpoints on their journey across digital, social, retailer integration and out of home (OOH), driving footfall to multi-faceted interactive in-store experiences hosted by key travel hubs across the world.

Beauty of travel lies in authentic experience of destination

Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail said, "The beauty of travel is that it allows us to make new memories and share stories, particularly those that are authentic to the destination. But that's harder for travelers to do when they feel on the outside of the local circle.

"Jameson wants people to feel connected, wherever they go. And we are doing that by equipping them with the tools they need to arrive like a local in the key cities that Jameson fans love to travel to.

We believe that this campaign will bring travelers closer to their destinations and create a deeper connection with local people and our Jameson brand. "So, wherever you're going, Arrive Like a Local with Jameson."

Brendan Buckley, International Marketing Director at Irish Distillers said, "At Jameson we have a long-held belief that life is better shared in moments of authentic human connection. As part of our global message to 'Widen the Circle', the 'Arrive Like a Local' campaign encourages people to look for the

shared values that unite them, wherever they travel, making the world feel like a smaller, friendlier place while connecting a global community.”