

Jägermeister launches 'The Secret Is You' campaign



The Secret is You is live at Bucharest and four other major European airports

Family-owned Mast-Jägermeister SE is launching a major new global travel retail campaign, celebrating the return of travelers.

"It takes originality to the next level, as every Jägermeister airport space becomes an outpost of the Ice Kühl Gallery, showcasing multi-media art exhibitions which directly involve consumers in the artistic process. They become the secret ingredient," reads the Jägermeister press release.

The Secret is You activation invites consumers to become Jägermeister artists. The pop-up is an art experience which encourages people to express themselves, by creating their own "meister" piece and then sharing their experience on social media.

Drawn in by LED screens, visitors start with a perfectly ice-cold shot of Jägermeister and pose in front of the Jägermeister tripod to become part of the Jägermeister world. They choose from animated artistic backgrounds including one for each of the individual cities to relive their best nights and create their own unique masterpiece where they are the hero. Submissions are shared on the giant screen in-store, online in the Ice Kühl Gallery and on social media. They receive the digital version of their poster on email and a printed version in a branded cardboard tube.

Initially staged for eight weeks, The Secret is You is live at five major European airports, Bucharest, Budapest, Vienna and Amsterdam until July 31 and Hamburg until the end of August. The campaign

will reach five million passengers and sample 30,000 people, according to the company.

"The creative idea captures the essence of the connection between Jägermeister, art and our consumers," said Jägermeister Vice-President Global Travel Retail, Tobias Witte. "The Secret is You welcomes passengers back and invites them to celebrate travel and the best nights to come, putting travelers at the heart of the activation and positioning Jägermeister as an instigator of remarkable experiences."

"This activation stands out in a crowded environment, as we leverage the progressive spirit of Jägermeister and turn our airport spaces into platforms that allow consumers to manifest their own artistic vision. Our target audience of Urban Life Artists strives for cool moments and adventures of self-fulfillment. Our role is to cater to their ambition and offer a new territory where they can explore Jägermeister's originality," said Jägermeister Trade Marketing Director Global Travel Retail, Stephanie Cleary.

In recent research, more than eight out of ten shoppers (83%) said that the digital experience is as important as the in-store experience. Over half say they value experiences more than products and amongst millennials the tendency is higher still with seven out of ten shoppers leaning towards experiences.

Witte added: "As shoppers head back into stores after repeated lockdowns and travel bans, retailers need to focus on providing more stress-free, immersive experiences using advanced technology and brands must meet consumer expectations and enhance the customer experience, with digital-first encounters."