

Jack Daniel's executes first global campaign: Make It Count



With the launch of its first global campaign and the film, *First Timers*, the iconic Tennessee whiskey brand celebrates its global audience and a new way of thinking for Jack Daniel's

In a historic move, Jack Daniel's is introducing its first truly global creative campaign, *Make It Count*. The campaign showcases a new way of thinking for the 154-year-old brand. Launching on October 1, *Make It Count* features multiple executions on TV, social, digital, out of home and print platforms in 100+ countries.

As a global brand looking to fuel its iconic status, it's time for Jack Daniel's to share its unique view of the world. *Make It Count* focuses on the impact on peoples' lives when they choose to live boldly and with purpose, much like Mr. Jack did throughout his own life.

Brown-Forman Travel Retail is expected to be a key contributor to the success of *Make It Count*, due to its global reach and the influence of its international customer base as the channel looks to recover from the impact of COVID-19.

"We intend to have *Make it Count* as the centerpiece of our global marketing efforts both in support of the worldwide domestic market campaigns and as a Jack Daniel's outreach program to its many loyal

consumers and new fans in travel retail.

The Brown-Forman TR team has been working closely with its partners during the pandemic slowdown to monitor regional and even country-by-country Covid-19 developments. We have strong marketing plans in place that feature the *Make it Count* campaign and we possess the agility to implement these plans as opportunities present themselves," says Aude Bourdier, Managing Director of TR, Brown-Forman.

Shot in Kiev, Ukraine, following social distancing protocols, the film *First Timers* kicks off the campaign, showcasing Jack Daniel's consumers who choose to cross something of their bucket list. The campaign is crafted by the creative agency Energy BBDO and inspired by a vintage Jack Daniel's ad that reads: Proudly served in fine establishments and questionable joints. It serves as a reminder that Jack is for everyone. As a result, "Make It Count" is about its fans who grab life by the horns and make the most of their experiences.

"With *Make it Count* we have a long-term platform that resonates with consumers, especially in today's environment, and carries the message of Jack's bold, independent spirit. We know that this world class creative will continue to drive the successful globalization of our Jack Daniel's brand," shares Matias Bentel, Chief Brands Officer of Jack Daniel's parent company, Brown-Forman.