

TONIGHT. TWO WORDS. JACK FIRE.

Tonight starts with a round of Jack Daniel's Tennessee Fire. And if you haven't heard the word or felt the burn then you are in for a real treat. Nothing fires up the night like that old Tennessee boy's latest incarnation. Let's channel the scheming side of good old Jasper and live this night on our terms. So raise 'em up and tip 'em back. It's time to set this night aflame.



INTRODUCING:

JACK DANIEL'S TENNESSEE FIRE

- » Jack Daniel's Tennessee Fire blends red hot cinnamon liqueur with the smooth character of Jack Daniel's Old No. 7 for a classic spirit with a fiery finish
- » Best enjoyed as a chilled shot, ordered as "Jack Fire"

WHY FIRE?

- » Explosive growth in the flavored whiskey category
- » Popularity of cinnamon flavor

REASONS TO BELIEVE

- » Jack Daniel's Fire Brigade actually stands guard in Lynchburg to protect our fine distillery from fire
- » Fire is a key part of the Jack Daniel's process – from the burning of the ricks to the charring of our barrels

ROLE WITHIN PORTFOLIO

Presents an additional opportunity for the JD Trademark to build a meaningful, emotional connection with the Millennial consumer, fostering a long term relationship while capturing our fair share of growth in the flavored whiskey category.

PRACTICE FIRE SAFETY. DRINK RESPONSIBLY.



#JACKFIRE

JACK FIRE

OLD NO.7 WITH A RED HOT BURN



TARGET CONSUMER - THE “FIRE-STARTERS”

- » On/Off premise flavored spirits consumers in shot occasion
- » LDA – 29, skews slightly male

CONSUMER INSIGHTS

- » Vital to keep in mind the “pack-mentality” of this consumer—they’ve been through a lot together and place high value on inclusive experiences
- » Their idea of “fun” involves being fully present and connected with the group
- » They’re looking for a shot/drink to invigorate the group, not slow down the night



Poster

KEY COMMUNICATION OBJECTIVE

- » Let the instigators—the fire starters—know that nothing fires up the night like Jack Fire

KEY MARKETING ACTIVITIES

- » Drive trial with target consumer
- » Leverage strength of Jack Daniel’s trademark and growth of flavored whiskey to drive trade and consumer excitement
- » Develop compelling creative support campaign complete with disruptive digital and social engagement plan

PRACTICE FIRE SAFETY. DRINK RESPONSIBLY.

#JACKFIRE



JACK DANIEL'S TENNESSEE FIRE

"JACK FIRE"

70 proof

Made with Jack Daniel's Old No. 7 Tennessee Whiskey

AROMA

An enticing blend of fiery cinnamon and mellow Jack Daniel's perfectly balanced with a hint of bakery cinnamon.

TASTE

The ultimate combination of red hot cinnamon complimented by the authentic taste of Jack Daniel's with the perfect amount of sweetness.

AFTERTASTE

A one of a kind finish with smooth and warm cinnamon and the unmistakable character of Jack Daniel's Tennessee Whiskey.



Stacker Card

PRACTICE FIRE SAFETY. DRINK RESPONSIBLY.

#JACKFIRE

OFF PREMISE

Visually disruptive POS demands attention & floor space for the newest product from America's #1 selling whiskey



ELEMENTS

- ← Case Card
- » Price Card
- » Poster
- » Cooler Cling
- » Shelf Violator
- » Stacker Cards
- ➔ Recipe Card w/ Lug



ON PREMISE

POS and Promo Teams drive trial and awareness of the hottest shot now available to fire up your group's night

ELEMENTS

- » Poster
- » Banner
- » Table Tent
- » Coasters
- ➔ Chiller Machine



CONSUMER & BARTENDER GIVEAWAYS

- ← Tshirt
- » Shot Glass
- » Wrist Band
- » Shaker
- » Hook Shot Glass
- » Napkin Caddy
- » Napkins
- » Condiment Tray
- » Tip Jar
- » Rail Mat
- » Large Bar Mat
- » Beer Key

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