

JACK DANIEL'S



THE COUNTDOWN IS ON

Jack Daniel's Festive Plan





JACK IS BACK
this Christmas
to inspire people to
LIVE BOLDLY AND ENJOY THE RIDE.

JACK DANIEL'S
**MAKE IT
COUNT**

THIS CHRISTMAS WE WILL REACH 8 OUT OF 10 ADULTS IN THE UK WITH OUR 'MAKE IT COUNT' CAMPAIGN



**NO. 1 MEDIA
SPENDER
ACROSS OND**

OCTOBER

NOVEMBER

DECEMBER



SOCIAL & INFLUENCERS



OUT OF HOME 6 SHEETS



TV & VIDEO ON DEMAND

TV & VIDEO ON DEMAND



JACK DANIEL'S

THE FESTIVE PERIOD USUALLY CONTAINS...

7 / 10

Of the top trading days for total wet sales of 2019

It is particularly key to maximise value on
the Fridays and Saturdays during this time

- | | | | |
|-----|---------------|---|--------------------------|
| 1. | 20th December |  | <i>Mad Friday</i>
2 |
| 2. | 7th December |  | |
| 3. | 14th December |  | |
| 4. | 1st June | | |
| 5. | 23rd February | | |
| 6. | 31st December |  | <i>New Years
Eve</i> |
| 7. | 13th December |  | <i>Mad Friday</i>
1 |
| 8. | 30th November |  | |
| 9. | 21st December |  | |
| 10. | 30th March | | |

There are more visits to the trade as well with...

Over half (54%)

Of consumers saying they visit the On Trade more over the festive period than during other times of the year

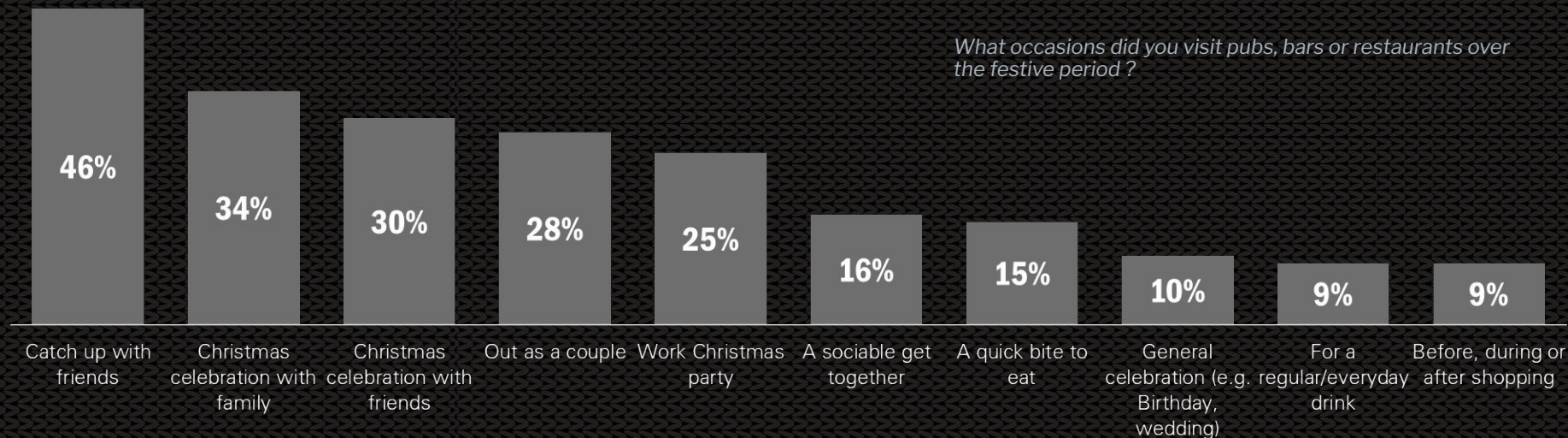
They also spend more...

With 1 in 2 (49%)

Consumers spending more on eating out over the Christmas/New Year period than other times of the year





On average they spend extra **£5.02** per visit, **£3.95** of that is on Drink

GUESTS ARE VISITING FOR A VARIETY OF REASONS, THE MOST POPULAR BEING TO BOND WITH FRIENDS AND FAMILY.



Make sure your offering appeals to as many of these occasions as possible to keep guests happy and increase their experience and spend

SPIRITS SHARE OF DRINK INCREASES AT CHRISTMAS AND IT IS THE FASTEST GROWING CATEGORY VERSUS LAST CHRISTMAS

	Beer & Cider 	Soft drinks 	Spirits 	Wine / Champagne 
Value Share Pre Christmas	48.6%	15.1%	23.1%	13.2%
Value Share Christmas	46.1%	14.1%	25.0%	14.8%
Vs Xmas YOY	+0.8%	+1.1%	+1.7%	-1.5%

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JACK DANIEL'S IS THE #3 BRAND AT CHRISTMAS WITH A 0.6% SHARE GAIN VS THE REST OF THE YEAR



Xmas value share

14.5% 6.0% 4.1% 4.1% 3.9% 3.9% 2.1% 1.9% 1.9% 1.9%

Versus rest of the year

-0.79% +0.58% +0.59% -0.10% +0.28% +0.36% +0.22% -0.03% +0.17% +0.82%

It is a time to excite guests with new and interesting serves as

39%

of consumers said they are likely to try new/different drinks when out drinking over the festive period vs 15% the rest of the year

40%

**EXPECT A WIDER RANGE OF DRINKS
to choose from over the festive season**

53%

**LIKE TO SEE SEASONAL DRINKS OFFERED
over the Christmas/New Year period**

CHRISTMAS 2020 WAS TOUGH FOR THE TRADE, BUT 2021 HAS LOTS OF PROMISE...



3 in 4 GB consumers did not eat or drink
out last Christmas (73%)

There were **107m** less visits to the On Trade in
2020 than Christmas 2019





2020 felt a bit like 'the year that never was' and Christmas fizzled out like a damp squib.

Let's make up for that this year and make Christmas 2021 count like never before.

So this year, we are grabbing Christmas by the baubles and giving Jack Daniel's drinkers the chance to get in the festive spirit and get their hands on exclusive festive prizes and the chance to win epic trips to kick off 2022 in style.

**Whether it's snazzy socks, or a weekend in an igloo, there are prizes up for grabs
EVERY SINGLE DAY.**

The Countdown is ON!

THE COUNTDOWN IS ON...

A fresh new look for Christmas this year
which is aligned to our global Make it
Count guidelines,

Taking Christmas through the line for
the first time!



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JACK DANIEL'S

**WIN
EPIC PRIZES
THIS
CHRISTMAS**

**Nº7
BRAND**

**THE COUNTDOWN
IS ON**

JACK DANIEL'S
Old
Nº7
BRAND
Tennessee
WHISKEY
SOUR MASH
DISTILLED & BOTTLED BY
JACK DANIEL'S DISTILLERY
LEITCHFIELD, TENN. USA
40% ALC. BY VOL. (80 PROOF)

JACK DANIEL'S
ORIGINAL RECIPE
Tennessee
HONEY
FINELY CRAFTED
HONEY LIGSTER
BLENDED WITH JACK DANIEL'S
Tennessee WHISKEY
40% ALC. BY VOL. (80 PROOF)

LIVE FREELY. DRINK RESPONSIBLY.

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**MAKE IT
COUNT**

GUEST JOURNEY



JACK DANIEL'S

GUEST JOURNEY (ONLINE)



**WIN
EPIC PRIZES
THIS
CHRISTMAS**
THE COUNTDOWN
IS ON

**Nº7
BRAND**

JACK DANIEL'S
Tennessee
WHISKEY

MAKE IT COUNT

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT IN
ORNARE MASSA ET LEO.

**WIN
EPIC PRIZES
THIS
CHRISTMAS**
THE COUNTDOWN
IS ON

**Nº7
BRAND**

JACK DANIEL'S
Tennessee
WHISKEY

MAKE IT COUNT

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT IN
ORNARE MASSA ET LEO.

FIRST NAME

LAST NAME

EMAIL

MOBILE PHONE

ENTER



**WIN
EPIC PRIZES
THIS
CHRISTMAS**
THE COUNTDOWN
IS ON

**Nº7
BRAND**

JACK DANIEL'S
Tennessee
WHISKEY

MAKE IT COUNT

**PLAY TO FIND OUT
WHAT YOU HAVE WON...**

X  

**WIN
EPIC PRIZES
THIS
CHRISTMAS**
THE COUNTDOWN
IS ON

**Nº7
BRAND**

JACK DANIEL'S
Tennessee
WHISKEY

MAKE IT COUNT

YOU'VE WON

**A JACK CHRISTMAS
JUMPER**

CLAIM YOUR PRIZE

**WIN
EPIC PRIZES
THIS
CHRISTMAS**
THE COUNTDOWN
IS ON

**Nº7
BRAND**

JACK DANIEL'S
Tennessee
WHISKEY

MAKE IT COUNT

NO LUCK TODAY,

DAYS	HOURS	MINUTES	SECONDS
05	23	35	06

**UNTIL OUR NEXT EPIC
PRIZE DRAW... COULD
IT BE YOU?**

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KIT CONTENTS



200 GARNISHES (single use)
Option to attach to drink with pegs if wanted.



Menu Hanger x 100
on single use paper



2x A3 Poster



4 Staff festive T-shirts



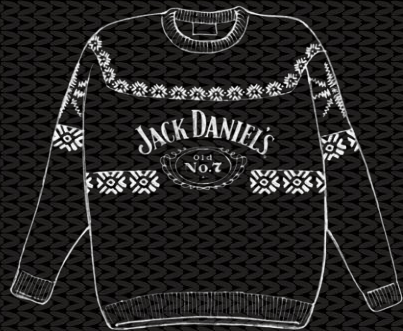
Manager Brief

WIP VISUALS

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WINNING EPIC FESTIVE PRIZES EVERY SINGLE DAY

CHRISTMAS JUMPER



WINTER HAT



CHRISTMAS JACK BAUBLE



1 OF 3 EPIC EXPERIENCE VOUCHERS



NOTE; ALL DESIGNS WILL BE LIMITED EDITION AND CHANGE EVERY YEAR FOR THOSE JACK SUPER FANS

- ★ Black Friday or Jack Friday: 26th November
- ★ Christmas Jumper Day: 10th December
- ★ Last Friday before Christmas 'Mad Friday': 17th December

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WHAT'S IN IT FOR YOU?



Drive ROS during a key trading period



Drive engagement though offering guests 'money can't buy' prizes



Drive footfall back into your outlets through our 'outlet finder'



Digital Led



JACK DANIEL'S

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THE BEST WAY OF SPREADING CHRISTMAS CHEER IS SINGING LOUD FOR ALL TO HEAR....

To spread the christmas cheer we have our first competition to get you and your guests sharing on social media.

To be in for the chance of winning £1,000 and stock towards an **EPIC Christmas Party** all you need to do is post on Instagram or Facebook and use the below hashtags and the most innovative post/ reel/ video will win.

The most engaging content will be chosen by **UK Brand Ambassador** on January 3rd



@JACKDANIELS_UK

#THECOUNTDOWNISON

#MAKEITCOUNT



TOOLKIT ITEMS

FIVE FESTIVE SERVES - SIMPLE



GODFATHER CHRISTMAS

25ml Jack Daniel's Tennessee Whiskey
25ml Amaretto
Topped with Cherry Cola (Cola ok if not)

Glass: Highball
Ice: Cubed
Method: Build
Garnish: Candy Cane or Lemon wedge



CANDY JACK

25ml Jack Daniel's Tennessee Whiskey
25ml Chambord
Topped with lemonade

Glass: Highball
Ice: Cubed
Method: Build
Garnish: Candy Cane or Lemon wedge



GINGERBREAD FIZZ

50ml Jack Daniel's Tennessee Honey
Topped with Ginger beer

Glass: Highball
Ice: Cubed
Method: Build
Garnish: Mini Gingerbread or Lemon wedge



CHRISTMAS CRUMBLE

25ml Jack Daniel's Tennessee Apple
25ml Chambord
Topped with Tonic

Glass: Highball
Ice: Cubed
Method: Build
Garnish: Raspberries or Lemon wedge



SPICED APPLE FIZZ

50ml Jack Daniel's Tennessee Fire
Topped with sparkling apple juice

Glass: Highball
Ice: Cubed
Method: Build
Garnish: Cinnamon dusted Apple wedge or Lemon wedge

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FIVE FESTIVE SERVES - PREMIUM



BLACK RASPBERRY JACK

50ml Jack Daniel's Tennessee Whiskey
15ml Chambord
25ml Cranberry Juice
25ml Raspberry Puree
Squeeze of Lime
12.5ml Sugar Syrup

Glass: Rocks
Ice: Crushed

Method: Shake & strain

Garnish: Lemon wedge & Cherry



JACK MANHATTAN

50ml Jack Daniel's Tennessee Whiskey
25ml Sweet Vermouth
2 dash Angostura™ bitters

Glass: Cocktail

Ice: N/A

Method: Stir & strain

Garnish: Orange zest & Cherry



WHITE CHRISTMAS

50ml Jack Daniel's Tennessee Honey
3 dash Cinnamon bitters
25ml Double cream
25ml Milk

Glass: Rocks

Ice: Cubed

Method: Stir & strain

Garnish: Nutmeg & cinnamon stick



CHRISTMAS CAKE

25ml Jack Daniel's Tennessee Fire
25ml Jack Daniel's Tennessee Apple
125ml Lemonade

Glass: Highball

Ice: Cubed

Method: Build

Garnish: Cinnamon stick



APPLE CHAIBALL

50ml Jack Daniel's Tennessee Apple
15ml Lemon Juice
10ml Chai Syrup
100ml Dry Ginger Ale
2 dash Aromatic Bitters

Glass: Highball

Ice: Cubed

Method: Shake & strain

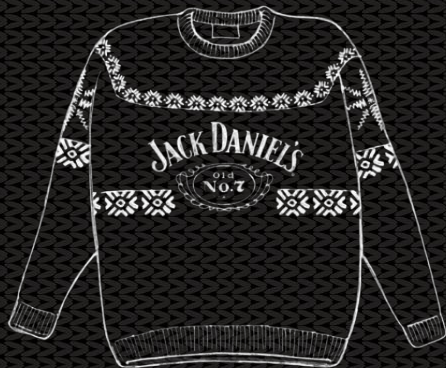
Garnish: Lemon twist & apple wedge

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ADDITIONAL SUPPORT AVAILABLE



CHRISTMAS JUMPERS



CHRISTMAS T-SHIRTS



MENU, MENU HANGER & TENT CARD



SOCIAL MEDIA ASSETS



JACK DANIEL'S

TOOLKIT - PREMIUM GARNISHES



GOLD FOILED CHRISTMAS
CARD

A premium twist on a simple
paper garnish



WOODEN CHRISTMAS TREE
DECORATION

A simple Festive keepsake made
out of upcycled whiskey Barrels



CANDY CANE & FLAG

A Sweet treat delight in the bold
Black & White jack Colours

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TOOLKIT - FESTIVE SWAG



SOCKS

Knitted Jack socks in our 2021
fairisle print



BAUBLE

Collectable Jack Bauble
in our 2021 print



HAT

A Winter warmer to stand out in
the crowd



TOOLKIT - MULE MUG



LIKE THE TRADITIONAL CHRISTMAS MARKET MUG: THIS MUG WILL BECOME COLLECTABLE IN ITS' OWN RIGHT WITH NEW DESIGNS EVERY YEAR. WE HAVE A GREAT RANGE OF SERVE INSPIRATION TOO...

- ◆ TENNESSEE MULE
- ◆ RYE & GINGER
- ◆ HOT HONEY
- ◆ FIRE STATION MULE
- ◆ APPLE TODDY

SOCKS
(BRIEF IN)

BAUBLE
(BRIEF IN)



Design WIP



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NOTHING BETTER
in the market.