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BROWN-FORMAN



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### **Agency Overview:**

LOUD Public Relations (LOUD PR) team is a boutique-sized agency with a group of type-A personalities who have large imaginations. Not only will you be entertained when meeting with us but you will also leave with confidence. The team at LOUD PR understands that your brand is unique and LOUD PR wants to make sure that your brand rises above in today's market.

Founded in 2010, LOUD PR offers a number of marketing and public relations services in Toronto, Canada. We offer a unique approach that defies any conventional way by thinking out LOUD, and outside of the box. With many high profile clients under our belt, our agency would love to collaborate with your company for any of your PR needs. LOUD PR offers buzz-worthy strategic planning, creative branding, targeted product placement opportunities, media relations, unique event planning and activation. We can guarantee that your brand will be heard out loud.



*Executive, Kristina Sauve* – Kristina Sauve is the visionary leader and strategic analyst of LOUD PR that manages an enthusiastic team covering the public relations needs of all types of brands and organizations in an array of industries. She has been featured in various publications and also enjoys volunteering locally and abroad.

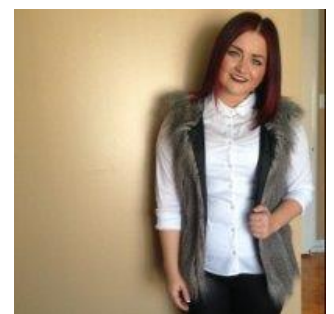


*Senior Manager, Summer Simon* – Summer Simon is the master communicator of LOUD PR. She is an exciting, self-motivated professional with many years of business communications and marketing experience.



*Coordinator, Julia Wong* – Julia Wong has been on the forefront of media and public relations for years. Graduating from the University of Guelph-Humber, Wong is experienced in both public relations and marketing communications and writes for many high level clients.

*Coordinator, Ilona Stoklosa* – Ilona Stoklosa uses her years of experience in communications and marketing to help clients communicate effectively. Stoklosa can effectively determine what the client wants and always makes it happen with the help of LOUD PR.



**Situation Overview:**

Many people enjoy a whiskey sour at restaurants and bars but can't be bothered to make and mix one themselves at home. Brown-Forman and Jack Daniels will be launching their new product called Jackie by Jack Daniels. Jackie is a pre-mixed whiskey sour in a can and is the sister to Jack. This will contain Jack Daniel's signature whiskey mixed with premium lemon-lime mix.

A pre-mixed whiskey sour is a product that has not been seen thus far in the market. It is also the first mixed drink. We add convenience to a mixed drink that more many is a favourite. Not only does this allow Jack Daniels to use our product in a new way but it continues to allow us to invite an even broader customer segment into using our brand.

**About Jack Daniels:**

Jack Daniel's is a brand of whisky that emerged in 1875 in Lynchburg, Tennessee. The brand is now owned under Brown-Forman. It is available globally, and is the highest selling whisky in America. Jack Daniel's offers different types of whisky that are available all year round: Tennessee Whisky, Old No. 7, Single Barrel, Gentlemen Jack and Tennessee Honey. During the holiday season Jack Daniel's also provides some limited and special edition whiskies.

In the year of 2014, net sales went up by 8 per cent for the Jack Daniel's brand family. This went up 2 per cent from the previous year. Jack Daniel's Tennessee Whisky net sales went up to 6 per cent and sold nearly 11.5 million nine-liter cases. The sales for Tennessee Honey whisky grew net sales by 36 per cent, while it is only in its third year of sales. Finally the Gentleman Jack grew net sales by 14 per cent from the previous years. Overall Brown-Forman had net sales of \$3,946 million in 2014 and is continuing to grow strongly.

## Brown-Forman SWOT Analysis

STRENGTHS	WEAKNESSES
<p><b>Intellectual Property:</b> They own the recipe to Jack Daniels- one of the most successful whiskeys in the world and the leading American Whiskey with its trademark taste, premium quality, heritage, authenticity and mixability.</p> <p>- <b>Very well-established brand:</b> Has been in operations since 1870s so it has a long-standing history in this market. Their top brand, Jack Daniels has a large customer base that is loyal to the brand.</p> <p>- <b>Strong global presence and performance:</b> Brown-Forman sells its brands in over 135 countries worldwide. They have operations in cities worldwide and have allocated tremendous amounts of money to expanding the Jack Daniels brand alone. The theme of their 2014 annual report was "American Spirit, Global Opportunity"</p> <p>- <b>Worth:</b> Brown-Forman's market value is over \$20 billion.</p>	<p>- <b>Price:</b> Jack Daniels tends to be one of the more expensive brands of whiskey on the market.</p> <p>- <b>Older targeted audience:</b> Brown-Forman's brands and products tend to attract older adults. Due to Jack Daniel's natural strength of spirit and price, it too targets an older demographic. Youth (meaning 19-25 in most countries) account for a large portion alcohol consumers globally, and this leaves most of them out of Jack Daniel's target audience. (The introduction of Jack Daniels new whisky sour offered in a can will be the first of its type, and will allow them to expand their target market)</p>
OPPORTUNITES	THREATS
<p>-<b>Significant growth of Jack Daniels brand:</b> Brown-Forman is expanding in all of its brands but especially Jack Daniels. In 2014, \$34 million went into Jack Daniels operations globally (including the addition of stills, barrel warehouses and related infrastructure). A new state of the art facility (\$46 million investment was finished in Alabama this year, to allow them to double their barrel making capacity.)</p> <p>-<b>Competitors loss:</b> Competitors do not dominate the global market as well as Brown-Forman is able to, and some actually experienced loss in the important United States market. Competitors' expansion into global markets is lackluster in comparison to Brown-Forman's ability to do so.</p> <p>- <b>Growth opportunity for new products:</b> Jack Daniels overall net sales were up 8% in fiscal 2014. One of their fairly new products, Jack Daniels Tennessee Honey (which has only been in the market for three years) net sales grew 36% and depleted over 1 million cases worldwide. Less than 20 brands globally have the ability to sell that many cases. This is a great opportunity for the introduction of the new canned product, as their new products in the past have proved to do well.</p>	<p>- <b>Competitors:</b> Diageo and Suntory Holdings Ltd are still large competitors with popular brands in the spirits category globally.</p> <p>- <b>Government policies:</b> Must ensure that they follow changing government policies on alcohol standards, and adapt to each country's policies.</p>

**Objectives:**

- 1) Receive 50 media impressions in national Canadian news within a week after the product launch event.
- 2) Receive 5000 social media impressions before the product launch event, speculating what the new product is within three weeks of putting first news release out, and online ads, etc.
- 3) Generate 50 000 units sold within one month after the product launches, due to media exposure.
- 4) Have a successful product launch event with at least 100 attendees.
- 5) Generate net sales of \$5 million for the new product Jackie by the end of this year.

**Tactics/ Strategies**

We will coordinate with our marketing department in order to produce videos and graphics that will correspond with all of the following tactics in order to make this campaign as effective as possible.

**Video:** Our marketing department will produce a short video in which a man will be at a restaurant on a blind date awaiting a woman. He's unsure of what she will look like, the only information he has is that her name is Jackie. Shortly, a server will arrive at the table and tell the man that his date has arrived. The video will abruptly end with the hashtag #Who'sJackie to create social media buzz and awareness with consumers. We will also note that Jackie will be revealed to the media and public on Thursday, April 9. A second video (#MeetJackie) will be released after our product launch.

**Social Media Campaign:** Social media will be heavily used during this campaign to engage the most amount of people on Jack Daniels' social media accounts. As mentioned above, prior to the product launch, we will begin our social media campaign as "Who's Jackie" using the hashtag #Who'sJackie on Twitter, Facebook and Instagram. We want to generate curiosity and interest by putting out mysterious posts in relation to our blind date video. This will be a fun and unique way to engage the younger target you are hoping to expand into with the new product. It is also important to let our audience know that it will be the first

product of its kind by the Jack Daniels' brand, to ensure people get even more excited and interested in its reveal.

We will continue the social media throughout the campaign after the launch event with the #MeetJackie campaign. We will make posts about the new product, where to find us, and links to the website. We want to engage people to upload a picture of the product afterward by using the new hashtag. By doing so, more people will be encouraged to do the same. We will hold contests on social media in order to give people more incentive to use these hashtags and talk about the product.

*Contest ideas include:*

- Tickets to the product launch for select winners in the GTA who uses the #Who'sJackie hashtag.
- A prize pack for whoever in Canada can post a picture of the new canned product in the most creative location using #MeetJackie hashtag.

**Product Launch Event:** After releasing our promotional video, we will use our product launch event to be the big reveal. LOUD PR will host a launch event called "Meet Jackie" in coordination with Jack Daniels at the Rock N' Horse Saloon in Toronto, ON from 7pm-11pm. During the event the reveal of Who's Jackie will be answered with a live portrayal of the promotional video. When the server arrives to the table she will unveil Jackie and revealing our pre-mixed whiskey sour can called Jackie by Jack Daniels. Our launch will included Jack Daniels products, samples, music, a mechanical bull, food as well as executive speech, Q&A about the product etc.

Prior to this event, no outside stakeholders will actually know about this new product. We will be in constant communication with internal stakeholders such as employees at Brown-Forman, and retail brokers to ensure that everyone understands how this product will be launched and the importance of not revealing the product prior. We will have our guest speakers who we will prepare speeches for and media train, speak at the event. Toronto is ideal for having the event because of the large and diverse amount of media/publics who are in the city core. We will be inviting key food & drink media and some entertainment media through media advisories/invites. We will also email bloggers with an invite to

come. Publics will also be invited to the event through the Jack Daniels emailing list and on our contest on social media.

**Tradeshows/Festivals:** We will promote the new product at fundamental tradeshows Canada wide. Our firm recognizes that Jack Daniels' brand has a certain type of imagery associated with its name. At all of the tradeshows and festivals that we promote at, we will set up our space as a Western saloon. By taking this imagery, we can be sure to attract existing customers, but we will also stand out from other vendors at the same shows/festivals, which will attract new customers. We will give out a small free sample tasting of the new product, and have them available for sale on site. Festivals are especially important for our promotions because of the amount of our target audience attendees they see each year.

A list of the tradeshows and festivals we will target are listed in our timeline.

**News releases:** We will write and send out a national news release prior to the launch event to generate excitement about a new Jack Daniels product that will be launched just in time for spring/summer. This news release will unveil the "Whose Jackie" theme to generate the most curiosity about the new product. It will also give a description of the promotional video released to our readers. Our firm will write the second news release post launch event, and send it out Canada wide. This release will recap the launch event, and reveal the new product as "Jackie Daniels, the pre made whisky sour, and sister of Jack Daniels with the "Meet Jackie" theme. It will also highlight our key spokespeople and will briefly mention what they spoke about. We are hoping to target food and drink media, restaurant media and, music/event media.

**Website content:** Our firm will update Jack Daniels' website text accordingly as the campaign continues. The promotional videos will be posted on the website as well.

**Key Messages:**

Brown-Forman ensures that the formulation of our new product, Jackie, remains true to the premium quality, taste and authenticity of the Jack Daniels' brand.

Brown-Forman is devoted to meeting the wants of a broader target market by introducing Jackie, a fresh and convenient drink to be enjoyed by even more consumers.

Brown-Forman is committed to market responsibly by promoting and educating the message of responsible and safe consumption.

**Timeline:**

*March* → This is when we will kick off our campaign entitled Who's Jackie? We will release the first promotional video and begging our #Who'sJackie social media campaign to create buzz and awareness with consumers. Our first news release will be sent out at this time too. Stakeholders will be aware that Jackie will be revealed to the media and public on Thursday, April 9. Event invites to media, restaurant and LCBO representatives, and public will be sent.

*Beginning of April* → Launch event will be held. This is when we will then release a second new promotional video revealing Jackie by Jack Daniels as well as promote the hashtag #MeetJackie to our consumers for social media use while using our product. The second news release will be sent out after the event.

*April* → *Trade shows:* For the remainder of April, after our launch event is held we will focus our attention to trade shows and making the product known including booths at various Toronto and GTA trade shows including: Toronto Food Drink Market, Food and Drink Fest and the Good Food and Drink Festival.

*May - August* → *continued summer "festival season" campaign* Between May and August we will continue our campaign target summer festivals including:

- Boots & Hearts music festival - Barrie
- Way Home music festival - Barrie
- VELD music festival - Toronto
- Canadian Music Week/Canadian Music Fest - Toronto
- Digital Dreams festival - Toronto
- Calgary Stampede - Calgary
- Osheaga - Montreal



- Squamish Music Festival – BC

By targeting music festivals we have a large audience reach in order to get the product out there. It allows people the opportunity to sample it before buying it themselves from the LCBO. During this time we want to continue to emphasize social media hashtag #MeetJackie to increase our exposure as well as brand and product awareness.

*End of August* → complete media monitoring and present to Brown-Forman.

### **Three Key Questions:**

1. Jack Daniel's has always been known for its true Tennessee Whisky quality. Will Jackie change or impact the brand and quality at all?
2. Jack Daniel's seems that it has always been more appealing to male consumers, is Jackie your way of broadening your target market?
3. Do you fear that by expanding to a younger demographic of safety? For instance often times when alcohol is sold in cans, it is consumed at a much faster rate than in bottles (especially at festivals). How will you ensure the safety of your consumers?

### **Three Key Messages:**

1. Brown-Forman will ensure that our new product, Jackie, will stay true to its premium quality, taste and authenticity of the Jack Daniel's brand.
2. Brown-Forman is committed to expand the target consumer market to entice a broader audience.
3. Brown-Forman is committed to market responsibility by promoting and educating the message of responsible consumption.

### **Three Key Stakeholders:**

1. Retailers and brokers. The product must be approved by the Liquor Control Board of Ontario (LCBO) and they must have the product in stores Canada wide with a corresponding timeline as us. Same goes for bars and restaurants.
2. Consumers. The people who are actually drinking our product. We need to make sure the quality of our product remains the same, especially for those who have been consuming Jack Daniel's for a long time.
3. Media. The way the media depicts and promotes our product to the public is critical. It is important to make the media aware that our product is not changing yet just expanding.

## **Media Spokespersons**

### ***Lynne Tolley – Jack Daniel’s Master Taster, Brand Ambassador***

Our first media spokesperson for our main event is Lynne Tolley. Tolley is related to the founder of Jack Daniel’s, Jack Daniel himself, and is his grandniece. Although she is no longer a daily fixture at the Jack Daniels Distillery, she continues to work as a Jack Daniel’s Master Taster and Brand Ambassador. She travels the world on behalf of her Uncle Jack Daniels and continues to represent the brand globally. She recently came off a media tour promoting Winter Jack Tennessee Cider and the newest product called Tennessee Fire, which is a cinnamon-based liqueur that came out this spring.

We believe she would be the perfect spokesperson for this new product because she represents a strong female side to the brand which is what we strive to emulate with the release of Jackie by Jack Daniel’s. She also already has a background with the media, representing other Jack Daniel’s products, and understands the role of Brand Ambassador very well.

### ***Jeff Arnett – Master Distiller***

Our second media spokesperson for the brand is Jeff Arnett. Jeff Arnett of Lynchburg, Tennessee, is the current Master Distiller of Jack Daniel’s and is only the 7<sup>th</sup> Master Distiller in Jack Daniel’s 148-year history. He currently oversees all 77 warehouses and 1.7 million barrels of whiskey maturing at the Jack Daniel Distillery in Lynchburg, Tennessee.

We believe Jeff would be the perfect spokesperson because he has a pool of wealth and knowledge about the brand itself. Jeff would join us at the grand unveiling of the product. With the help of Lynne Tolley as our brand representative for Jackie by Jack Daniel’s we feel these two media spokespersons are the perfect fit for our campaign.

## **Budget**

Below is our estimated budget for the total campaign

PR Activities	Qty	Our Hours	Expenses	Our cost	Total
News releases	3	9	\$500- to send out 1 news release nationally	\$900	\$2,400
Speech writing	2	6		\$600	\$600
Tradeshows	3	30	\$30,000	\$4,500	34,500
Festivals	9	75	\$115, 200- see rationale below	\$11,250	\$126,450
Event	1	80	\$5000- venue (food, dj, etc)	10,800	\$15,800
Website content writing	3	9		\$900	\$900
Social Media	Update social media daily.	150		\$15,000	\$15,000
Media coaching	2	10		\$3,000	\$3,000
Media monitoring	4 (months)	3	\$12,800 (\$3,200/month with Brandwatch)	\$900	\$13,700
Promo Video	2	5	\$3000 to shoot/edit each video	\$500	\$6,500
<b>TOTAL</b>				<b>\$48,350</b>	<b>\$218,850</b>

### *Festival Budget Rationale:*

(80,000 people/festival on average) x (10% of people will buy the new product at festival)  
x (approx. \$8/can)  
=Gross sales of \$64,000 per festival

x (20% of gross sales have to go to festival)  
=\$12,800 is paid to festival as a vending fee on average\*

\*This is not just to sell our product there, but we will also get our name put on the festivals website and social media pages.

## **Evaluation**

In our objectives stated earlier the goal was to achieve numerous media impressions by a certain date. This can be measured by following up with media, and measuring the amount of coverage obtained before, during and after the event. The purpose of our event is to gain traction before the main event and of course continue talk after the event has happened. In order to measure and evaluate how successful our campaign was, we will have to measure media over an extended period of time.

First and by far the most important will be to look at sales of our product after the launch of our campaign. This will be evaluated through LCBO sales for an extended period of time, but most importantly directly after the campaign. This will allow us evaluate the overall

success of our campaign by measuring sales developed through advertising and promotion. These direct sales will also be tracked with sales measured at trade shows and festivals that Jack Daniels will appear at.

Social media will also be measured in order to see how successful our campaign is within the public eye. This evaluation will allow us to have an open two-way communication with our customers to gain their feedback on the new product and new campaign. In the weeks leading up to the big event and reveal, social media will be relied on heavily as a portion of our advertising and will allow us to evaluate how much of our audience is actively engaged. Across all social media platforms, there will be hash tags that allow us to evaluate the exact numbers and see how many people are talking about our product and the advertising behind it. Success will also be managed through our website, where we will be able to track the number of hits and traffic that comes across the site over time.

In terms of traditional media, we will be monitoring media from the start of our campaign to the big event and the months following. By using a media monitoring service (Brandwatch) we will be able to know what is being said about our brand and product daily. This will also be able to highlight negative and positive language within the stories to get a better overall evaluation of how the media received our product and campaign. LOUD PR will present a final report to Brown-Forman after the campaign.

## **Works Cited**

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