

JACK DANIEL'S

Challenge

To reinforce existing brand loyalty and recruit new drinkers during the summer period.

Solution

Create and produce the ultimate summer festival meeting place – the Jack Daniel's Saloon and Barbecue Room.

This was a pioneering and premium structure incorporating a perfect balance of contemporary elements with Jack Daniel's Stories and Lynchburg Heritage.

While we are unable to provide a detailed overview of this case study (due to client confidentiality), we would be happy to talk you through our approach on how we move businesses and brands forward through experiential marketing.



Please call Stephanie Nattu on
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to set up an appointment or email
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