

The Johnnie Walker ® Blue Label™ Bottle Engraving Program

Aim & Summary:

- Drive display, visibility and volume via high profile retail theater.
- Provide consumers with a unique, luxury experience surrounding Johnnie Walker Blue Label by offering custom bottle engraving in key off-premise accounts at the point of purchase.
- Consumers will be provided with information on Johnnie Walker Blue Label tasting notes, recommended serve as well as brand heritage.

DETAILS:

Promotion Dates:

- November – Data capture cards left at key retailers. Purchased bottles engraved at USC and brought back to retailer for consumer pick-up. Aiming for a one week turn-around.
- December – In-store events held 3 weeks leading up to the holidays
- 10 Chain events
- 20 GM events

Promotion Length/Scheduling Details:

- 4 hours in each location – 3 hour promotion plus .5 hours set-up/.5 hours breakdown. All events: 3-7pm (unless otherwise discussed).

Account Requirements:

- Prominent display of Blue Label—minimum four cases in “A” level and Image off-premise accounts
- Ability and space to create a luxury environment with the provided POS: (banner, entry sign, tablecloth, consumer handouts.)



Suggested in-store setup

