



John Jameson

PRODUCT OF
IRELAND

THE POWER OF **BRAND EXPERIENCES**



- Jameson No. 1 Irish whiskey in the world
- 6 million cases sold
- 27 years of consecutive growth
- Sold in over 130 markets
- Over 60 markets experiencing double or triple-digit growth



JJ&S
JOHN JAMESON

SON & SON
BOW STREET
DUBLIN

JJ&S
JOHN JAMESON
IRISH
WHISKEY
20375
1996

SON & SON
BOW STREET
DUBLIN

JJ&S
JOHN JAMESON & SON
BOW STREET
DUBLIN

JJ&S
JOHN JAMESON
BOW STREET
DUBLIN



TV

30 Seconds



Shopper

1 minute



Social Media

3 minutes



Events

1 hour - 3 hours



Brand Home

2 hours+

ULTIMATE ADVOCACY DRIVERS



- More likely to consider brands that deliver better experiences.
- More likely to recommend brands based on positive experiences.
- Willing to pay more for brands they associate with superior experiences.
- More likely to stay with the brand longer.

A dark, moody photograph of two glasses on a table. The glass on the left is empty, while the one on the right contains a liquid. A large, irregular water spill is visible on the dark surface in the foreground. The lighting is dramatic, highlighting the textures of the glass and the liquid.

“three in four millennials would rather pay for an experience than a product.”

Jeff Fromm on Reaching Millennial Consumers -



JAMESON EVENTS

JAMESON BRAND HOME

ULTIMATE EXPRESSION OF
OUR BRAND EXPERIENCE.
RE-OPENED ON MARCH 1ST

JAMESON
DISTILLERY
BOW ST.

DUBLIN





Bow St. Experience



The Whiskey Shakers



The Whiskey Makers



The Whiskey Tasters



PEOPLE AT THE HEART



PARTICIPATIVE STORYTELLING



SOCIAL



VISCERAL & MULTI-SENSORY

GLOBAL ARMY OF ADVOCATES

MARCH 1ST – JULY 14TH 2016

VS

MARCH 1ST – JULY 14TH 2017

5,256 +9.64%

10,347 +232.27%

Owned Mentions

171

Earned Mentions

5,085

Owned Mentions

163

Earned Mentions

10,184



190 POSTS

1,162 POSTS

2,325 MENTIONS



169 POSTS

2,439 POSTS

4,767 MENTIONS



SLAINTE