



Impactful marketing products fueled by a timeless brand heritage

How does a global brand create impactful point-of-sale and branded signage that carry the timeless heritage of Jack Daniel's?



150+ years of Jack Daniel's

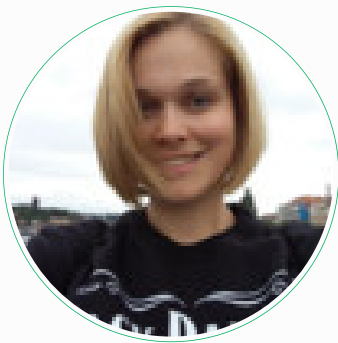
Jack Daniel's (JD) has an unmissable presence in bars, restaurants and at music festivals around the globe. With years of history, storytelling and craftsmanship, it "takes time and character to create something that lasts for over 150 years" (jackdaniels.com).

When learning more about their brand strategy, their ability to keep the essence of the JD brand across borders, product extensions and marketing items has been a significant contributor to their success. They are also strongly associated with the music industry since the 1950s.

JD has been endorsed by some of the biggest names in the music industry and by historical figures. And their local American heritage has stayed with them throughout their expansion into new markets. For example, Jack Daniel's signature Tennessee Whiskey is still made at America's oldest registered distillery, established in 1866 in Lynchburg, Tennessee. The essence of the original whisky has stayed consistent with fans and consumers around the globe, as has the roots of the brand value and story.

About Brown-Forman

Brown-Forman is the company behind the JD brand, with a portfolio of brands sold across 170 countries worldwide. The JD team works daily to keep the premium quality of whiskey and its heritage alive today. With 15 decades of history, they have navigated through many industries, economic, and geopolitical shifts, from world wars and U.S. Prohibition to recessions and global crises, walking out resilient for the better — yesterday, today, tomorrow, and for generations to come (brownforman.com). Their dedicated JD team live and breath (and taste!) the brand with common ambitions to bring Jack Daniel's fans and customers the best possible experience at any time or place around the globe.



ABOUT MARTINA DOBEŠOVÁ **JR. BRAND MANAGER** GLOBAL POS TEAM

For this case study, we asked Martina Dobešová to share her experiences in branding and point-of-sale (POS) for Jack Daniel's brand. Martina is at the time a member of the Global POS team for Jack Daniel's brand and has been working at Brown-Forman for over five years. Her current position as Jr. Brand Manager lets her deep dive into JD's values and, together with the team, translate this to impactful POS materials and marketing items that are recognizable even with the quickest glimpse. She explains her enthusiasm for the JD brand with a mix of pride, passion and excitement that is facilitated by the working climate at Brown-Forman. "At the end of all the work, you get pictures sent from bars or festivals from around the world of happy, celebrating customers enjoying Jack Daniels - that's when you know your work was all worth it."



Challenge:

Translating the brand successfully to POS and marketing materials on- and off-trade

To create impactful POS materials that increase brand visibility and create the "wow" effect with consumers, the global POS team follows strategies fueled by the brand values of JD and works in close collaboration with brand managers, teams and suppliers around the globe.

#1: THE HOLY GRAIL OF CONSISTENCY

It all starts with a robust brand basis originating from a timeless story. Something the Jack Daniel's (JD) teams know all about. The advantages of using brand consistency are proven tactics across industries, but what happens when you have a global brand to manage? Martina gave us some top tips.

The most important factor when coming up with new POS or marketing items is that the core never changes. On the one hand, that is making sure every item aligns with the brand values and associations. On the other hand, it means integrating key elements of the product such as the shape of the bottle, the colors or other characteristics. That doesn't exclude adopting new local or global trends for indoor or outdoor activations; it just means you always begin from a solid base. Another critical factor is to decide where you *don't* want your logo to appear. "We don't just place the logo on anything for the JD brand. Instead, we carefully evaluate and expand a selection of items. For example, we avoid putting the logo on anything that just gets thrown away. We want our fans and consumers to enjoy the JD brand, not throw it out."

#2: A SOLID GLOBAL COLLABORATION

Contrary to what some believe, the teams working with global and local POS materials don't rely on multiple agencies to create impactful new concepts. Instead, the JD team comes up with ideas, activations and end products together in close collaboration.

Martina explained that it's essential to create new items that adapt to local market needs, drinking habits and trends while staying on-brand. "We strongly collaborate with teams working in the local markets who share best practices and with global (brand) management who set the guidelines and help ensure the brand values are integrated seamlessly across all items. There is a two-way approach to creating new impactful marketing items. It can come from local markets, but it can also come from global teams. Our collaboration reaches our customers who own or manage the locations. With extensive research, each type of establishment in each country has "perfect establishment guidelines" so everyone knows how to present the JD branded marketing items in the best way. These are communicated and shared across the channels with those involved."



"We also collaborate closely with suppliers to make this work. "Although there is quite a lengthy acceptance procedure for each new supplier, we build long-term relationships built on trust and look for suppliers who not only do good work but share the same values."





#3: A PREMIUM-QUALITY STRATEGY IS CRUCIAL

Quality is another critical factor for choosing suppliers or new POS materials and marketing items. Following a premium-quality strategy for the brand means following it also for each item with the JD logo. "For JD, we have high standards and use a Quality Assurance Brand Manuel to make sure all our partners and suppliers are thinking and creating on the same quality level." The team also ensures that each supplier is at standard with the proper certifications, audits, and a high standard for quality of materials, also reflected in their environmental standards. "If there is a budget question, we always go for quality over quantity. No matter the marketing item or merchandise, the consumers and end-users need to be satisfied with the quality and enjoy every interaction with the JD brand. Whether that's a t-shirt or a LEDNeon sign."

Following a premium-quality strategy has ties with a more sustainable approach to production. The sustainability ambitions and values for the JD brand are constantly translated to each marketing item in close collaboration with suppliers. This is a continuous process to ensure the future of the branded materials are even more eco-conscious (check out the [JD sustainability initiatives here](#)).



At Dekkers, we share this view on following a premium-quality strategy. It improves the product experience, the product's longevity and creates a valuable brand experience for the end-user. For more information on how to follow a premium-quality strategy, check out the following knowledge bites:

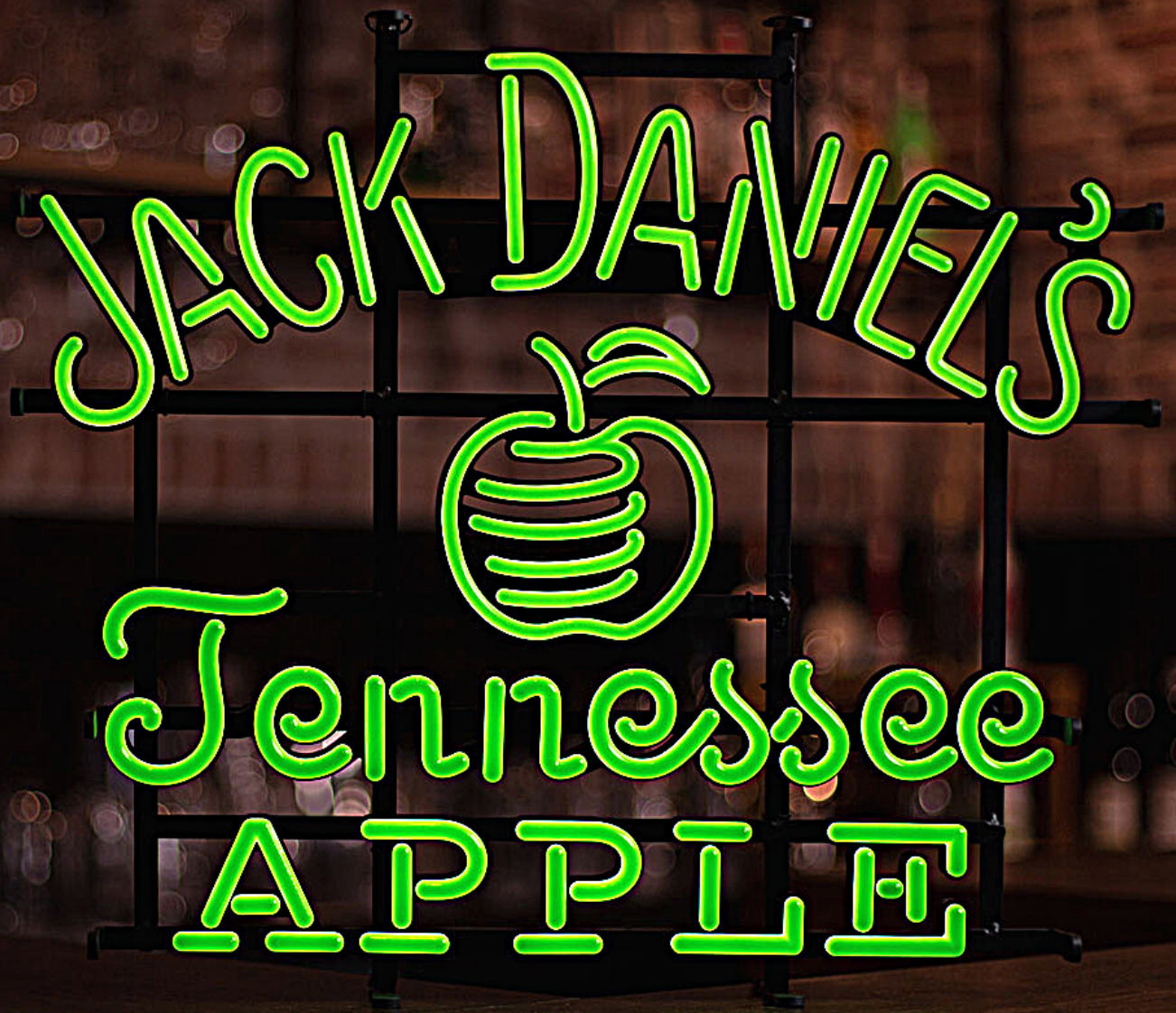
[Why a high quality product = a high quality brand experience >>](#)

[The benefits of quality test reports for trade marketers >>](#)

The result?

Increased brand visibility and engagement through POS items and marketing materials holding the same brand values, heritage, and experience at every touchpoint. Thanks to consistency, they can ignite the expectation of the known enjoyable and memorable moments between the consumers and Jack Daniel's whiskies.





Helping brands stay ahead of the game

Dekkers is a global trade marketing agency for brand builders. In today's competitive markets, building a resilient formula for your brand is vital. That's why innovation, design and quality product solutions are at the core of our business.

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