JACK DANIEL'S

MAKE IT COUNT

CAMPAIGN GUIDELINES



PHOTOGRAPHY

PHOTOGRAPHY: OVERALL ASPECTS

Authenticity is key.

Our lifestyle photography will capture the energy, attitude and emotion of real consumers in genuine settings, where Jack is typically enjoyed.

These slice-of-life moments will show how people actually connect with our brand.

And we’ll avoid any situations or stylistic choices that look staged or overproduced.

Our photography is:

- ~~Fun not Reckless~~
- ~~Authentic not Forced~~
- ~~Bold not Flashy~~
- ~~Effortless not Attention-seeking~~
- ~~Timeless not Vintage~~
- ~~Documentary not Stocky~~

Fun, not reckless
Authentic, not forced
Bold, not flashy
Effortless, not attention-seeking
Timeless, not vintage
Documentary, not stocky













Delete extra space before “personalities”

Casting:

- Represent the diverse range of people and personalities that enjoy our products. The full spectrum of genders and ethnicities are naturally incorporated.
- People with memorable looks: Imperfect beauty, faces that you haven’t seen before.
- Wardrobe reflects the authenticity, individualism and free spirit of our consumers.

Lowercase: “imperfect”

Location:

- Real, authentic, recognizable places.
- Atmosphere should feel both lived in and full of life.
- Avoid anything that looks like a set. Nothing overly staged or polished.

Bold the colon

Insert hyphen: “documentary-style”

Style:

- Dial up the authenticity with documentary style photography. Anything over produced is out.
- Enhance the dark tones and avoid studio lighting.
- Dial up the grain to evoke the texture of real film and add grit.

“overproduced”

Framing/Cropping:

- The camera should be part of the moment, putting the viewer in the photographer’s shoes and in the scene itself.
- Subjects can extend beyond the edge of the frame, creating spontaneous, fleeting, authentic moments.













COCKTAILS & RECIPES

Each cocktail tells its own story. Let's embrace that and add context to every image.

Because while all Jack drinkers belong to our global, diverse family, sharing a preferred serve adds another level identity and human connection within the world of Jack.

Insert "of"

Delete comma

We shoot our products heroically, but never from and angle that feels inauthentic or forced. Imperfections are welcome. This lets our brand stand proud without feeling pretentious or dramatic.

"an"

The crop should always help show the context and tell a bigger story, without losing the focus on our protagonist—the product.











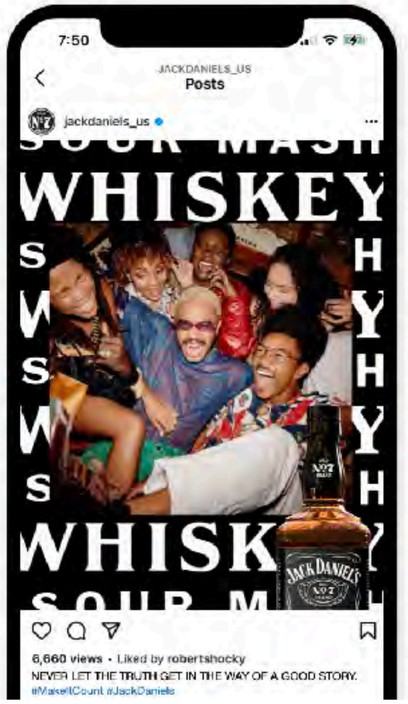


WHEN TO USE

Lifestyle imagery will help us tell our story in contexts where have the flexibility to add motion and dynamism. We'll use the added humanity to pull our audience in and interact with us for longer, and elaborate on how our core message comes to life in the drinker's world.

Insert "we"

Key placements:
Social media
Impact OOH
Wild posting









TYPOGRAPHY

TYPEFACE SELECTIONS

Spell out: “four”

The following are the 4 selected typefaces and weights that will be used in our campaign. The contrast between the typefaces creates Jack’s personality and distinction that is own able and unique to the brand.

Close space: “ownable”

TYPE HIERARCHY

1

JD Serif Bold
Primary. Always the largest type and used to call out main words.

2

JD Sans Condensed Demi Bold
Secondary. If headline only has 2 lines this should be used with JD Serif Bold.

Spell out: “two”

Insert comma after “lines”

3

JD Sans Bold
Tertiary. If headline has 3 lines this typeface would be used to balance out type expression.

Spell out: “three”

Insert comma after “lines”

4

JD Sans Compressed Regular
If headline has 4 lines this would be used to create strong contrast between the typefaces.

Spell out: “four”

Insert comma after “lines”

Add “BOLD”?

1 JD SERIF BOLD

ABCDEFGHIJKLM
NOPQRSTUVWZYZ
0123456789

Should this be “X”?

2 JD SANS CONDENSED DEMI

ABCDEFGHIJKLM
NOPQRSTUVWZYZ
0123456789

3 JD SANS BOLD

ABCDEFGHIJKLM
NOPQRSTUVWZYZ
0123456789

Delete “EXTRA”?

4 JD SANS EXTRA COMPRESSED REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWZYZ
0123456789

Initial cap (as elsewhere): “Jack’s”

TYPESETTING SYSTEM

We want to establish a formulaic approach to the usage of the different typefaces to ensure consistencies for the brand. We recommend using as few typefaces as possible. Each line of text should be composed of only one typeface. When headline requires multiple lines, each line should be a different typeface to create ~~JACK’s~~ distinct personality. Never going beyond 4 lines.

Insert “a” before “headline”

Spell out and hyphenate: “TWO-LINE”

~~2 LINE~~ EXAMPLE

Add “Bold”?



1

JD Sans Condensed Demi
120% Tracking
½ of cap height of largest type style.

2

JD Serif Bold
20% Tracking
Always the largest type to emphasize main words.

TYPESETTING SYSTEM

Delete extra space before “typesetting”

When typesetting goes to three lines, we’ll use JD Sans Bold as the last line to create a harmonious mix of multiple typefaces.

Spell out and hyphenate” “THREE-LINE”

~~3 LINE~~ EXAMPLE

1

JD Sans Condensed Demi

Add “Bold”?

120% Tracking

½ of cap height of largest type style.

2

JD Serif Bold

20% Tracking

Always the largest type to emphasize main words.

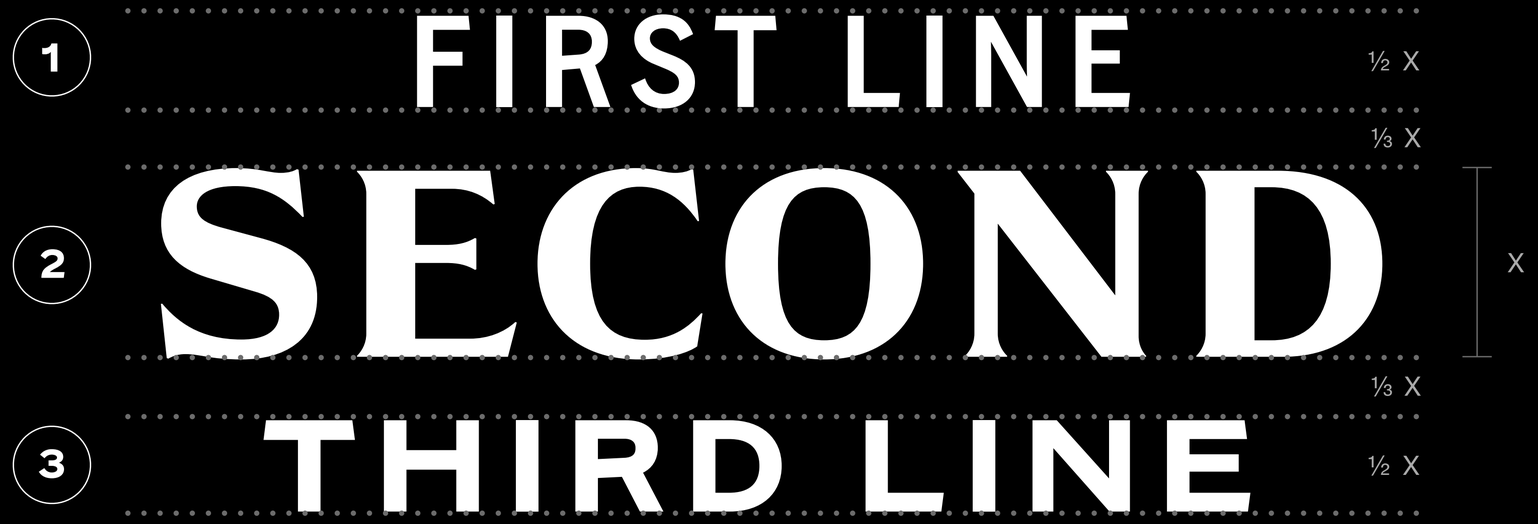
3

JD Sans Bold

120% Tracking

½ of cap height of largest type style

Add period



TYPESETTING SYSTEM

Spell out: “four”

When headline goes to 4 lines, we add JD Sans Compressed Regular to the third line to create a balanced contrast. JD Sans Bold would be used as the last line to anchor the layout.

Spell out and hyphenate: “FOUR-LINE”

~~4 LINE~~ EXAMPLE

Add “Bold”?

1

JD Sans Condensed Demi
120% Tracking
½ of cap height of largest type style.

2

JD Serif Bold
20% Tracking
Always the largest type to emphasize main words.

3

JD Sans Compressed Regular
120% Tracking
½ of cap height of largest type style.

Add period

4

JD Sans Bold
120% Tracking
½ of cap height of largest type style.

Add period



CAMPAIGN LOCKUP

MAKE IT COUNT LOCKUP

Add apostrophe: “Daniel’s”

Jasper is the typeface used for the Jack Daniels logo. Extracted from the logo, this lockup acts as a link back to the brand. We’ve replaced the Jack Daniels logo to the updated version of the logo.

Add apostrophe: “Daniel’s”



Stacked Lockup

Used mainly in social and digital channels. Can be used in OOH if space and dimensions permit.



Horizontal Lockup

Used mainly in film.



Stacked Lockup with Logo

Used this lockup when bottle isn’t present. Use either this or stacked version depending on flow of the composition.



Horizontal Lockup with Logo

Used this lockup when bottle isn’t present. Use either this or stacked version depending on flow of the composition.



Insert apostrophe: Daniel’s

Jack Daniels Prominent

Used this lockup when bottle isn’t present and want to emphasize the branding over campaign tagline.

KEY VISUAL


JACK DANIEL'S
MAKE IT
COUNT
OLD
No.7
BRAND
JACK DANIEL'S
Tennessee
WHISKEY


JACK DANIEL'S
MAKE IT COUNT
OLD
No.7
BRAND
JACK DANIEL'S
Tennessee
WHISKEY

KEY VISUAL | VERTICAL





OOH


HAVE
STORIES
NOT TO TELL YOUR
GRANDKIDS
OLD No.7 BRAND
JACK DANIEL'S
MAKE IT COUNT

OOH | VERTICAL




BOLD FASHIONED
JACK DANIEL'S
MAKE IT COUNT
OLD No.7 BRAND
JACK DANIELS
JACK DANIEL'S
OLD No.7 BRAND
QUALITY
Tennessee
SOUR MASH
WHISKEY
MADE IN LYNCHBURG TEN
HAVE
STORIES
NOT TO TELL YOUR
GRANDKIDS
OLD
No.7
BRAND


OLD
No.7
BRAND
HAVE
STORIES
NOT TO TELL YOUR
GRANDKIDS
JACK DANIEL'S
MAKE IT
COUNT
JACK DANIEL'S
Old No.7
Tennessee
SOUR MASH
WHISKEY
DISTILLED & BOTTLED BY
JACK DANIEL DISTILLERY
LYNCHBURG, TENN. USA


JACK DANIEL'S
MAKE IT
COUNT
GAP


Hostess
THE SWEETEST COMEBACK IN THE HISTORY OF EVER.
TOSHIBA
MAKE IT COUNT
SKEY
THE LION KING
THE LANDMARK MUSICAL EVENT
MINSKOFF THEATRE
B'WAY & 45TH ST.
lionking.com
BUBBA GUMP
THOMSON REUTERS
1500
SONY


HAVE
STORIES
NOT TO TELL YOUR
GRANDKIDS
JACK DANIEL'S
MAKE IT COUNT

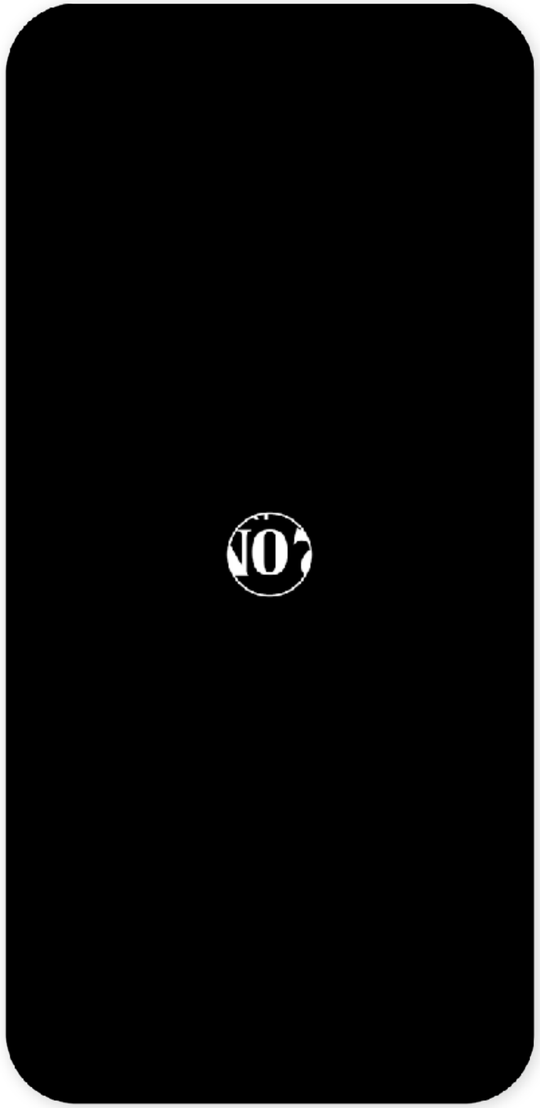
SOCIAL


7:50
JACKDANIELS_US
Posts
jackdaniels_us
OLD
No7
BRAND
HAVE
STORIES
NOT TO TELL YOUR
GRANDKIDS
JACK DANIEL'S
MAKE IT
COUNT

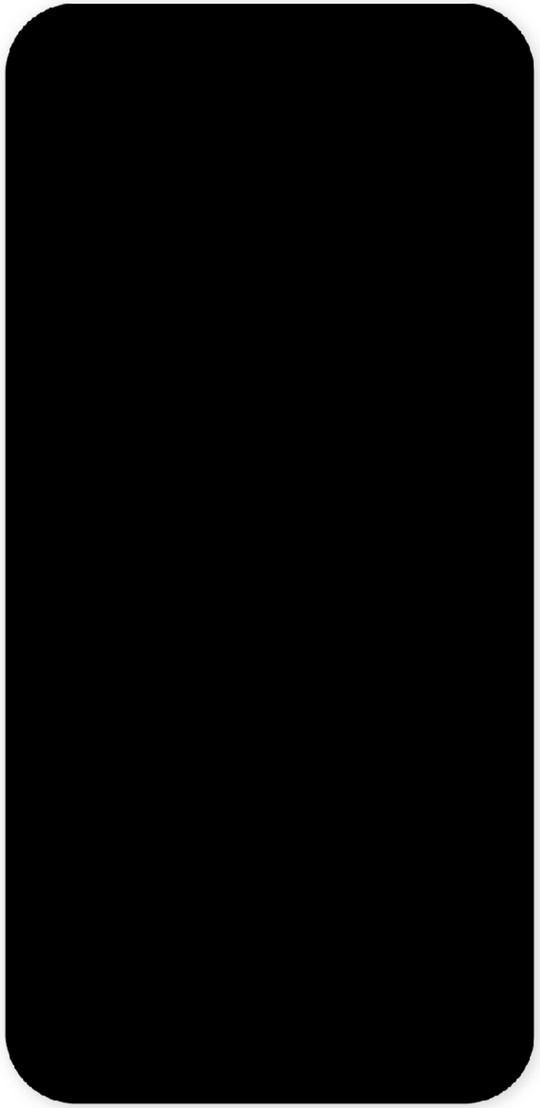

7:50
JACKDANIELS_US
Posts
jackdaniels_us
OLD
No7
BRAND
DEAR LAST DROP,
THANKS
FOR BEING AS GOOD
AS THE FIRST
JACK DANIEL'S
MAKE IT COUNT


7:50
JACKDANIELS_US
Posts
jackdanielS_us
WHISKEY
WHISK
JACK DANIEL'S
OLD No 7 BRAND
6,660 views · Liked by robertshocky
NEVER LET THE TRUTH GET IN THE WAY OF A GOOD STORY.
#MakeItCount #JackDaniels


7:50
JACKDANIELS_US
Posts
jackdanielS_us
WHISK
6,660 views · Liked by robertshocky
CELEBRATE INDEPENDENCE. AND THOSE WHO THINK INDEPENDENTLY #MakeItCount #JackDaniels



EQUITY



LIFESTYLE



NEW BOTTLE

ON PREMISE

ON PREMISE | TABLE TOPPER & COASTERS





OFF PREMISE

OFF PREMISE IN STORE DISPLAY

Hyphenate: “IN-STORE”




OLD
No.7
BRAND
BLACK
IS THE NEW
BLACK
JACK DANIEL'S
MAKE IT
COUNT