

**IT'S NOT ABOUT SAYING 'NO' TO THE NIGHT—
IT'S ABOUT SAYING 'YES' TO SOMETHING
BETTER.**



AUDIENCE INSIGHTS



OF THOSE WHO DRANK ANY WHISKEY IN
THE LAST 6 MONTHS WERE **MEN**



OF PEOPLE WHO DRANK MAKER'S MARK IN
THE LAST 6 MONTHS WERE MEMBERS OF
GEN Z



OF GEN Z SAYS TAKING CARE OF THEIR
MENTAL HEALTH IS A CRITICAL PART OF
THEIR OVERALL WELLNESS



OF GEN Z SAID THEY PAY ATTENTION TO
THEIR OVERALL NUTRITION

HEALTH + MODERATION

VALUES AUTHENTICITY

PRIORITIZE MENTAL HEALTH

ENGAGEMENT THROUGH EXPERIENCE

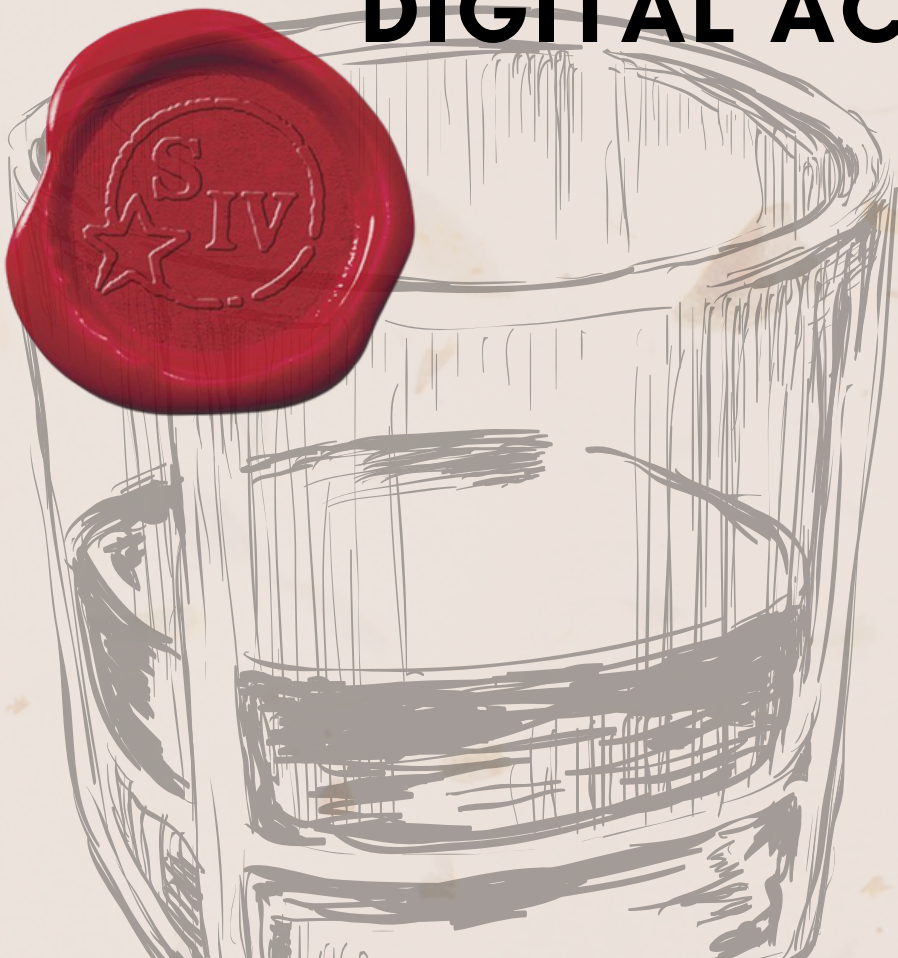
SOCIALIZATION WITHOUT ALCOHOL



OUR MISSION

OFFER AN **ALTERNATIVE BEVERAGE THAT FITS INTO GEN Z'S SOCIAL LIFE WITHOUT THE NEGATIVE EFFECTS OF ALCOHOL.**

ESTABLISH A BRAND IDENTITY FOR THE NON-ALCOHOLIC PRODUCT, DIGITAL ACTIVATIONS ON SOCIAL MEDIA, AND AN OUT-OF-HOME IMMERSIVE EXPERIENCE



THE SOLUTION



**MAKER'S MOCK OFFERS
GEN Z NO FOMO.**

**A PRODUCT THAT
HIGHLIGHTS
CRAFTSMANSHIP AND
ALLOWS YOU TO ENJOY
A DRINK WITH FRIENDS
WITHOUT GETTING
DRUNK.**



BRAND IDENTITY

TRADITIONAL BLACK
LOGO

**Maker's
MOCK**

MODERNIZED SEAL
LOGO

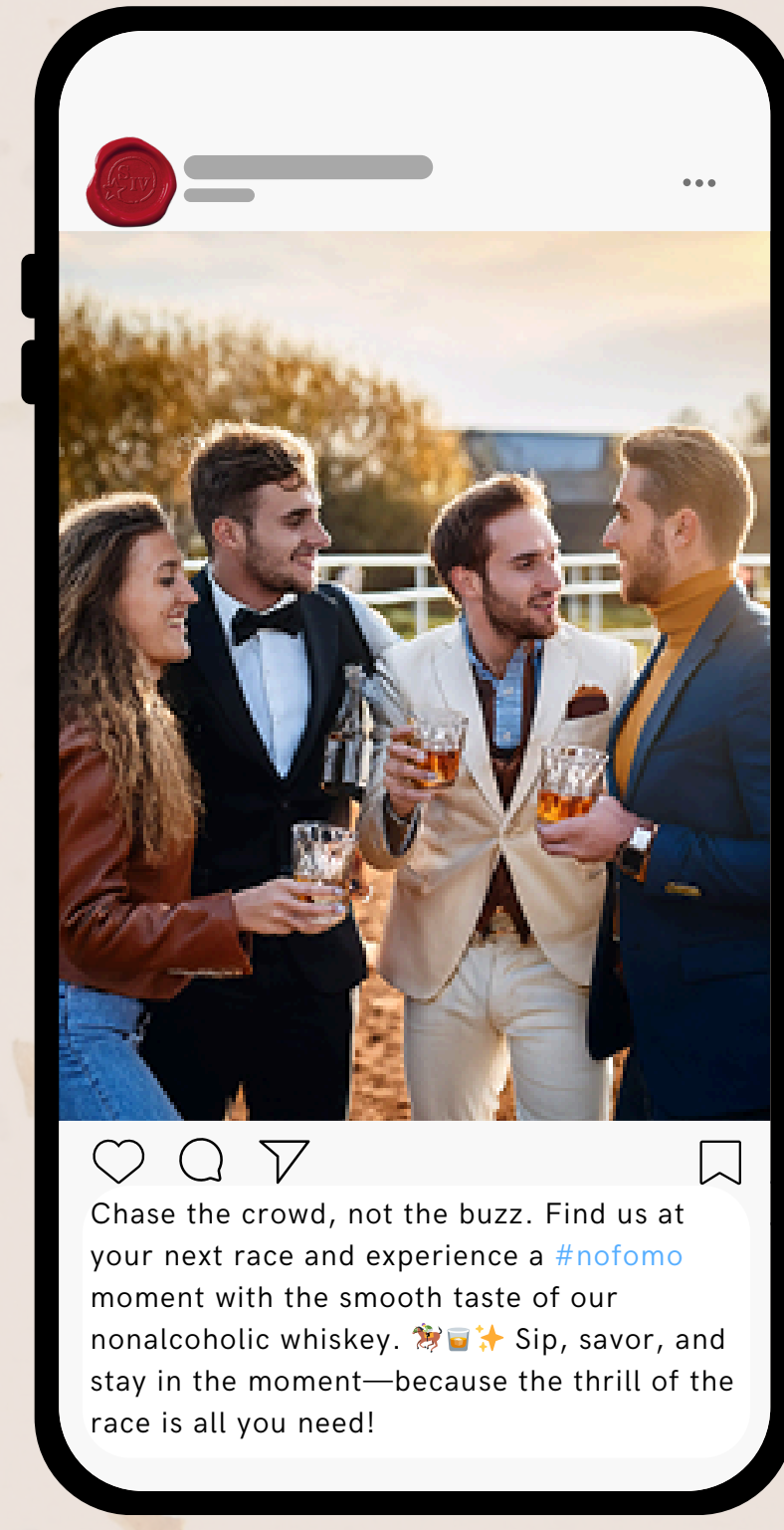
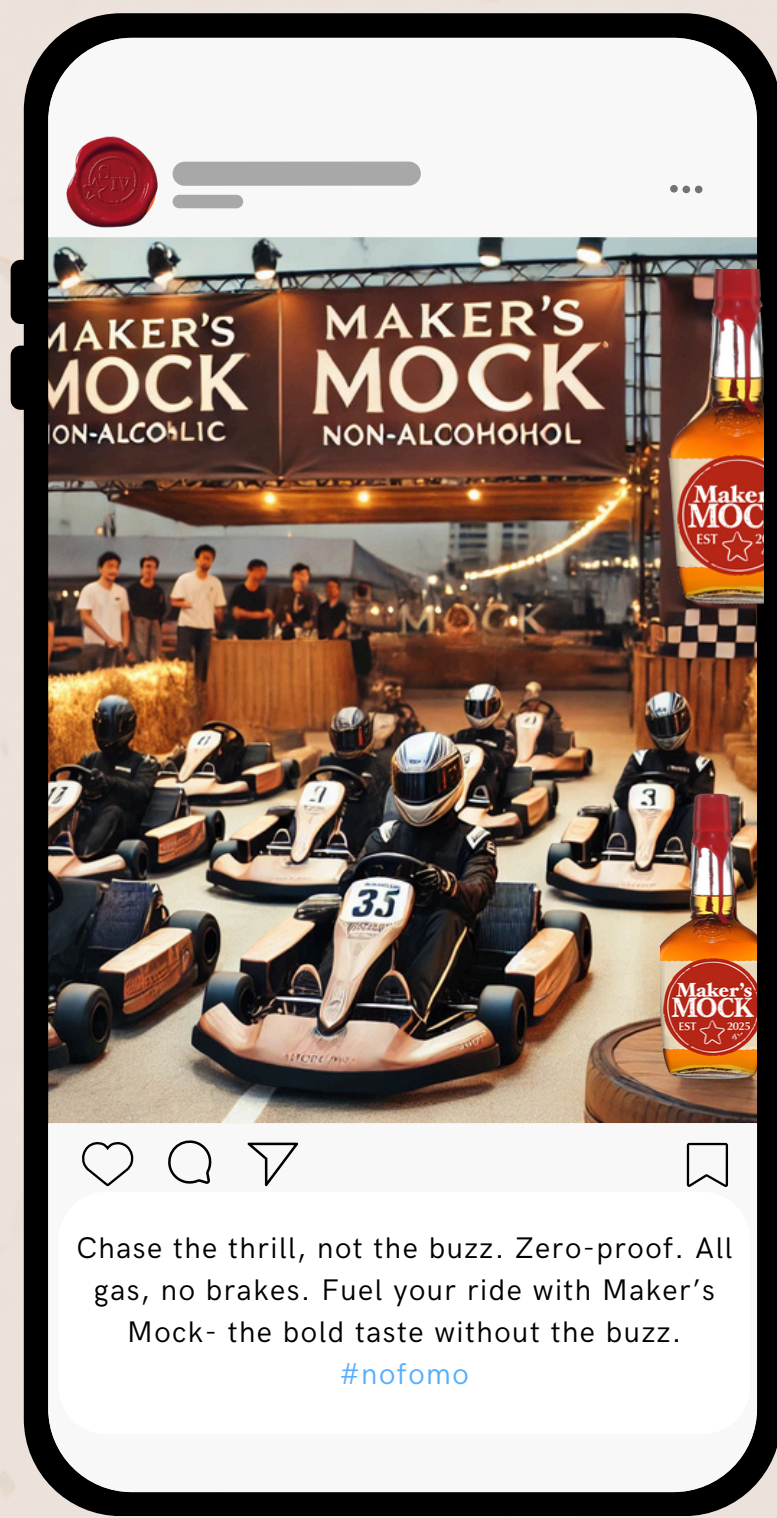


SLOGAN

CHASE THE _____,
NOT THE BUZZ



SOCIAL MEDIA CAMPAIGN



THE EXPERIENCE

CHASE THE _____, NOT THE BUZZ

CHASE THE DRIVE, NOT THE BUZZ



MAKER'S MARK MOCKTAILS



BEVERAGE CART SERVICE



POP-UP DRIVING RANGE

CHASE THE THRILL, NOT THE BUZZ



CELEBRITY INVOLVEMENT



POP-UP GO KART TRACK



OPEN BAR - MOCKTAIL MENU

CHASE THE CROWD, NOT THE BUZZ



EARNED MEDIA ENDORSEMENTS



HORSE RACE EVENT



SIGNATURE MOCKTAIL MENU