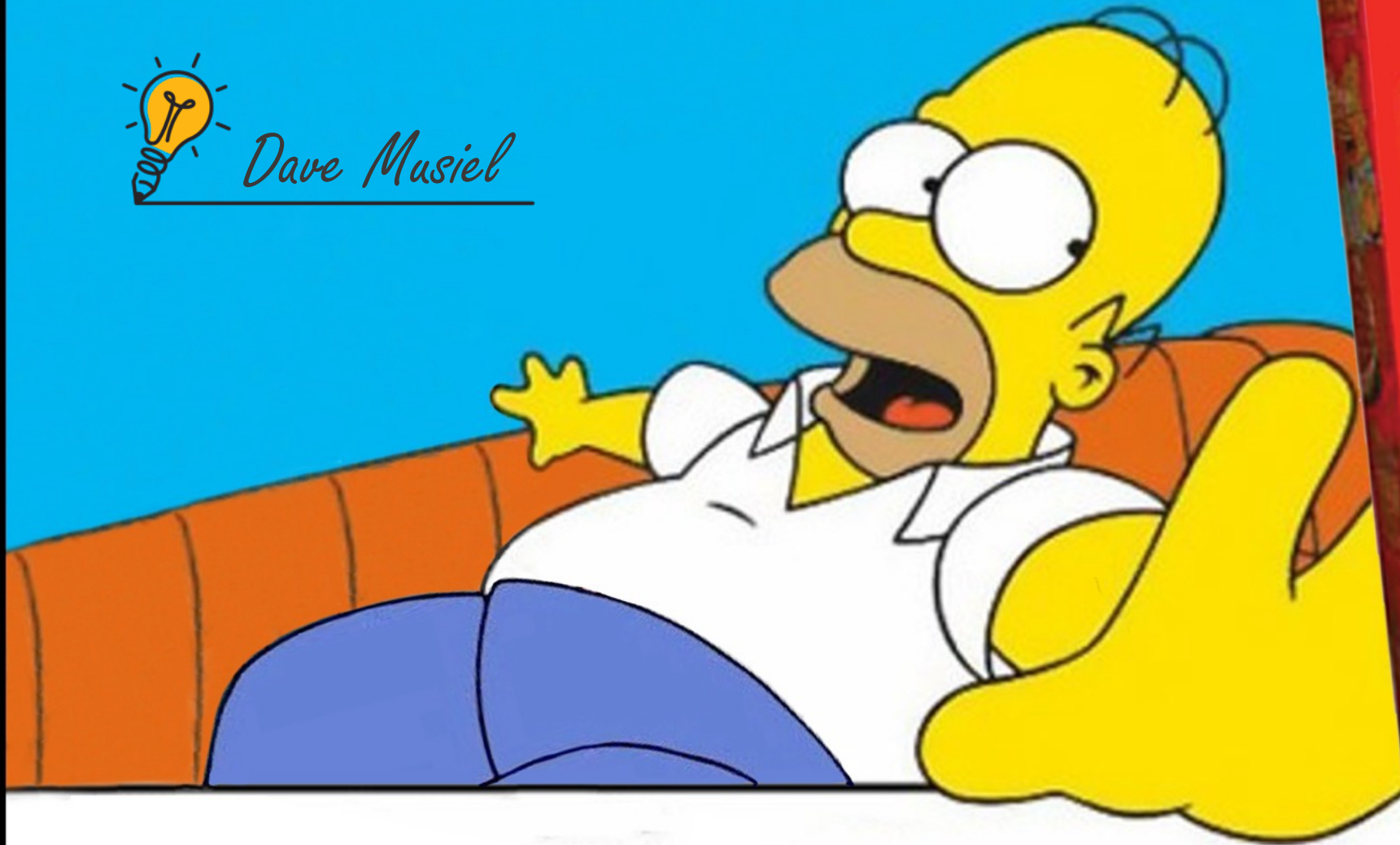


PROMOTIONAL MARKETING PORTFOLIO



Dave Musiel



Sales Promotion • Licensed Property Tie-Ins
Sweepstakes & Games • Premiums • Merchandising

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Quick Bio



[LinkedIn.com/in/dmusiel](https://www.linkedin.com/in/dmusiel)

[ngnroom.com \(portfolio\)](https://ngnroom.com/portfolio)

I've learned a lot over the course of my career. But there is one thing, in particular, that has left a lasting impression on me – Jack Daniel's creed: "We never sell. We tell." More than 150 years ago, Mr. Jack pioneered social media selling whiskey and building a brand by telling stories from the back of his wagon. And the brand continues to forego the hard sell in favor of engaging consumers with its brand story to this day.

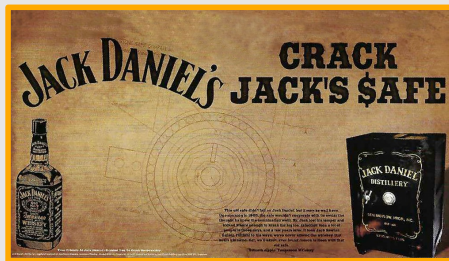
Over the years, I've remained true to that creed. I've developed a steadfast reputation as a creative leader who connects people with a brand in ways that are relevant and compelling to them while staying true to the brand. The brand experiences created under my leadership do more than entertain people. They engage them with the brand, making emotional, indelible connections that last. They inspire action that creates sales as well as affinity for the brand.

This approach has worked well for me as a multi-award-winning, multi-million-dollar business generating marketer and creative leader. It's helped to win and build business. It's helped me lead and mentor creative teams to great accomplishments. And it's helped the brands I've worked on grow sales while developing lasting relationships with their consumers.

In this portfolio are case studies of a few of the promotional marketing, merchandising and shopper marketing programs I've led the creation of.

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**JAMES B. BEAM
DISTILLING CO.**
Small Batch Bourbons

JACK DANIEL'S CRACK JACK'S \$AFE

JACK DANIEL'S Crack Jack's Safe



Your Friends At Jack Daniel's Remind You To Drink Responsibly.

This old safe didn't fall on Jack Daniel, but it may he well have. One morning in 1905, the safe wouldn't cooperate with its owner (he thought he knew the combination well). Mr. Jack lost his temper and kicked it hard enough to break his big toe. Reluctant to ask a lot of people to those days, and a few years later, it took Jack Newton Daniel, faithful to his ways, we've never altered the whiskey that bears his name. Hey, we'd admit, never found reason to mess with that old safe.

Smooth sippin' Tennessee Whiskey





SITUATION

Jack Daniel's has a marketing creed: **“We never sell. We Tell.”**

For more than 150 years, since Mr. Jasper Newton Daniel first started selling his whiskey off the back of a wagon, the brand has been built by telling its story, not through hard sell.

Every promotion and experiential program we created for the brand adhered to this creed. And it's a creed I follow on everything I create to this day.



**MR. JACK DANIEL PASSED AWAY DUE TO AN
INJURY HE SUSTAINED WHEN KICKING HIS SAFE
EARLY ONE MORNING AT WORK.**

MORAL OF THE STORY: NEVER GO TO WORK EARLY.



JACK DANIEL'S  TENNESSEE WHISKEY

Your friends at Jack Daniel's remind you to drink responsibly.

or to www.jackdaniels.com

JACK DANIEL'S and OLD SCOT are registered trademarks of Jack Daniel's. © 1995

CHALLENGE / SOLUTION

CHALLENGE

Sell whiskey by telling the story of Jack Daniel's, turning brand truth into marketable legend.

SOLUTION

We went back into Jack Daniel's history and used a story told often at the Lynchburg Distillery to create a marketable event that reinforces the brand equity.

The result was a promotional event tied to Mr. Jack's run-in with his safe, and the legend around that story.

THE BACKSTORY

This true story is told on tours of the Jack Daniel's Distillery in Lynchburg.

This old safe didn't fall on Jack Daniel but it may as well have.

One morning in 1905, the safe wouldn't cooperate with its owner (he thought he knew the combination well). Mr. Jack lost his temper and kicked it hard enough to break his big toe. Infection took a lot of people in those days, and a few years later, it took Jasper (Jack) Newton Daniel. Faithful to his ways, Jack Daniel's never altered the whiskey that bears his name. Nor, ever found reason to mess with that old safe...

7

...until I visited.



THE BIG IDEA

The story told at the Jack Daniel's Distillery is that the safe was never opened.

The Big Idea for our promotional event was to give someone the chance to **Crack Jack's Safe!**

Six sweepstakes winners were awarded the chance to go to Lynchburg and take a crack at what was inside the safe. Along the way, in addition to off-premise safe/sweepstakes merchandising, we included on-premise opportunities to crack smaller safes.

★ EVEN IF YOU DON'T ★
CRACK JACK'S SAFE,
AT LEAST YOU'LL LIVE TO TELL ABOUT IT.

OLD SAFE PROVES UNDOING OF MR. JACK DANIEL
Lynchburg, TN. — An intrepid insurance surveyor with his office safe has gotten the best of Mr. Jasper Newton Daniel. A few years back, the old safe refused to surrender with the persistent thief, who thought he knew the combination well. Mr. Jack lost his temper and kicked the safe hard enough to break his leg, resulting in an injury which has now cost him half his money. Mr. Jack donated the safe to the town hall, where it is now on display. The winner will be the first to crack it open.

WIN A CHANCE TO CRACK JACK'S SAFE.
YOU COULD WIN A TRIP TO LYNCHBURG, TENNESSEE AND A SHOT AT WHAT'S INSIDE MR. JACK'S SAFE, OR OTHER PRIZES. LOOK FOR DETAILS ON JACK DANIEL'S DISPLAYS AT PARTICIPATING RETAILERS OR AT WWW.JACKDANIELS.COM.

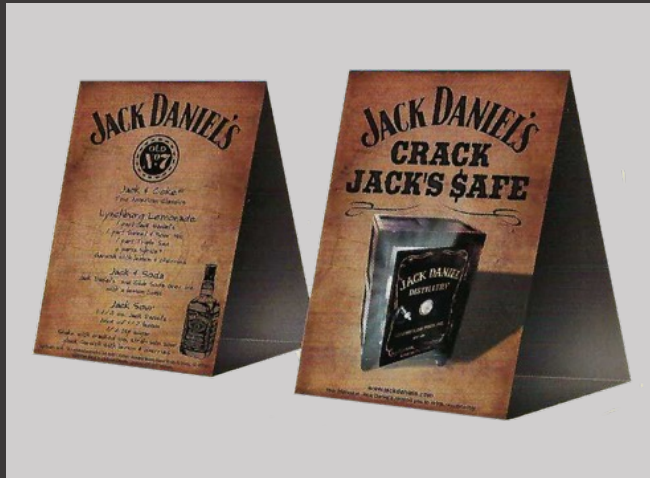
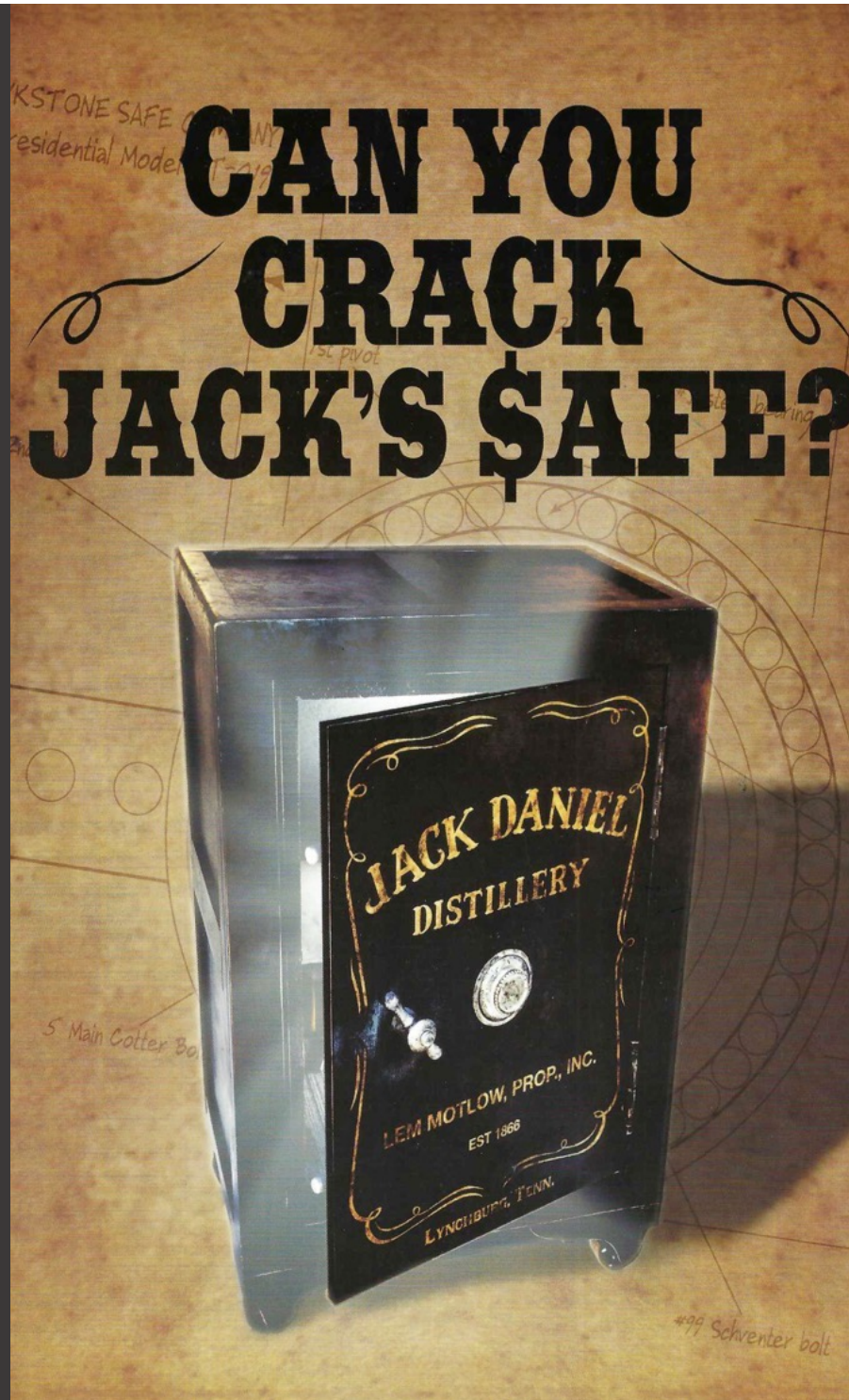
Not where prohibited or restricted. No purchase necessary. See official rules for details. Must be 21 years or older. Your chance at Jack Daniel's is yours to lose. No cash prize. Tennessee Whiskey is 40-50% alcohol by volume (80-100 proof) as bottled and labeled by Jack Daniel's Distillery, Inc., Lynchburg, Tennessee. Made in Lynchburg, TN. © 2011. Tennessee 111057. Please to the National Highway Traffic Safety Administration.

The advertisement is on a textured, aged paper background. At the top, the headline reads "★ EVEN IF YOU DON'T ★ CRACK JACK'S SAFE, AT LEAST YOU'LL LIVE TO TELL ABOUT IT." in a bold, sans-serif font. Below this, there is a small, torn-edge rectangular inset containing a black and white photograph of a man (Mr. Jack Daniel) standing next to a large, dark metal safe. To the right of the photo, within the same inset, is a short article titled "OLD SAFE PROVES UNDOING OF MR. JACK DANIEL" which tells a humorous story about the safe's resistance to a thief. Below the inset, a larger block of text promotes a sweepstakes: "WIN A CHANCE TO CRACK JACK'S SAFE. YOU COULD WIN A TRIP TO LYNCHBURG, TENNESSEE AND A SHOT AT WHAT'S INSIDE MR. JACK'S SAFE, OR OTHER PRIZES. LOOK FOR DETAILS ON JACK DANIEL'S DISPLAYS AT PARTICIPATING RETAILERS OR AT WWW.JACKDANIELS.COM." To the right of this text is a detailed illustration of a bottle of Jack Daniel's Old No. 7 whiskey. At the very bottom, in small print, are legal disclaimers and copyright information.

PROGRAM DETAILS

On-Premise

- Crack Jack's Safe events held at key accounts
- Mini replica safes were provided to accounts
- Patrons were given game pieces with combination codes to try and unlock the safe and win premiums
- Entry to main sweeps provided
- Posters and table tents promoted the event



PROGRAM DETAILS

Off-Premise

- Sweepstakes to win one of six trips to Lynchburg to try and Crack Jack's Safe
- Displays and shelf talkers promoted the sweeps
- Replica safes were provided as a display item



PROGRAM DETAILS

Safe Cracking Event

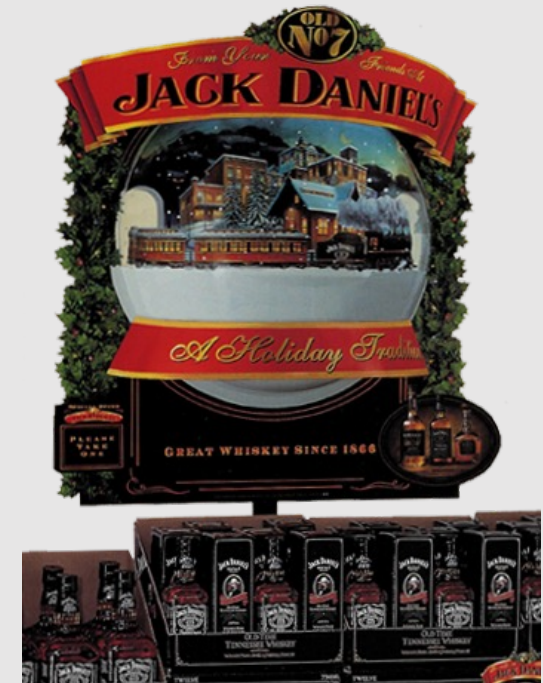
Six winners won VIP trips to Nashville and Lynchburg.

Each of the six was given a combination to try and unlock the safe.

One winner walked away with \$100,000 we had placed in the safe (which, as a side note, was pretty much empty when we first opened it). All walked away with an experience of a lifetime and a great Jack Daniel's story to tell.



RESULTS



One of several award-winning promotion and merchandising programs for Jack Daniel's that helped achieve new highs in awareness, volume, display incidence and on-premise preference by telling the brand story in innovative and engaging ways.



SNICKERS

Survivor Challenge


DON'T LET HUNGER HAPPEN TO YOU™



SATISFIES

SITUATION

Snickers is positioned around hunger satisfaction. All advertising and promotions are required to reinforce this core premise.



NOW EATING A SNICKERS[®]
BAR CAN TAKE YOU TO THE
FILMING OF SURVIVOR.

WHERE YOU CAN WATCH
OTHER PEOPLE EAT BUGS.

PLAY
SNICKERS
OUTWIT OUTPLAY
SURVIVOR
MARQUESAS
OUTLAST
CHALLENGE

Go to www.snickers.com and vote weekly for who you
will be voted off Survivor. You could win great prizes like a free SNICK
bar or the grand prize, a trip for two to the filming of Survivor

DON'T LET HUNGER HAPPEN TO YOU™

SNICKERS SURVIVOR
Downs Your Code • Vote Weekly & Win!

CHALLENGE / SOLUTION

CHALLENGE

Generate multiple purchases over an extended period while reinforcing Snickers' hunger satisfaction positioning.

SOLUTION

Partner with a property consumers are hungry for, in which hunger is literally a key ingredient of the show.

PROGRAM DETAILS

Product Placement & Promotion

- Product placement on the show made Snickers a welcome reward for a team challenge
- Promotion satisfied consumers' hunger to interact with the show
 - Consumers entered a new under-the-wrapper code each week at the promo URL to vote for who they thought should be voted off the island
 - Everyone who voted correctly won a free snickers and was entered for a weekly prize
 - All voters were entered to win a trip to the taping of the next Survivor



PROGRAM DETAILS

Trade Launch

Initial excitement was generated at the FMI Show in a true hunger satisfaction way.

- Booth was designed as a Survivor Challenge branded island hut with an appearance by host Jeff Probst
- Attendees who accepted the challenge and ate a mealworm were rewarded with a Snickers bar and Survivor t-shirt
- The booth had the longest lines at the show and sell-in exceeded expectations





RESULTS

- Commended for hitting the bulls-eye of hunger satisfaction positioning
- Far surpassed display commitment and sales goals
- 1st Place Tempo Jay Gondelman award winner
- Echo Leader award winner
- Silver Dialog award winner





KELLOGG'S

Wake Up with the Simpsons



SITUATION

We had tried several times to convince Kellogg's to partner with *The Simpsons*. Its fanatic audience created a unique opportunity for collectibility across multiple product purchases. They were hesitant of it as a kids' property.

What finally sold it was positioning the partnership within the Kellogg's all-family portfolio versus just for kids and a unique opportunity to gain entry into the two hottest cereal flavor categories.

The result is an example of persistence and sound strategy paying off.

CHALLENGE / SOLUTION

CHALLENGE

Provide Kellogg's with a merchandisable platform to gain entry into the two hottest breakfast cereal categories while also extending sales across its full all-family portfolio.

SOLUTION

Wake up the breakfast category with the fanatic popularity and collectibility of *The Simpsons*. But don't just borrow equity. Seamlessly bring the two brands together as if they were made for each other.





PROGRAM DETAILS

Products & Packaging

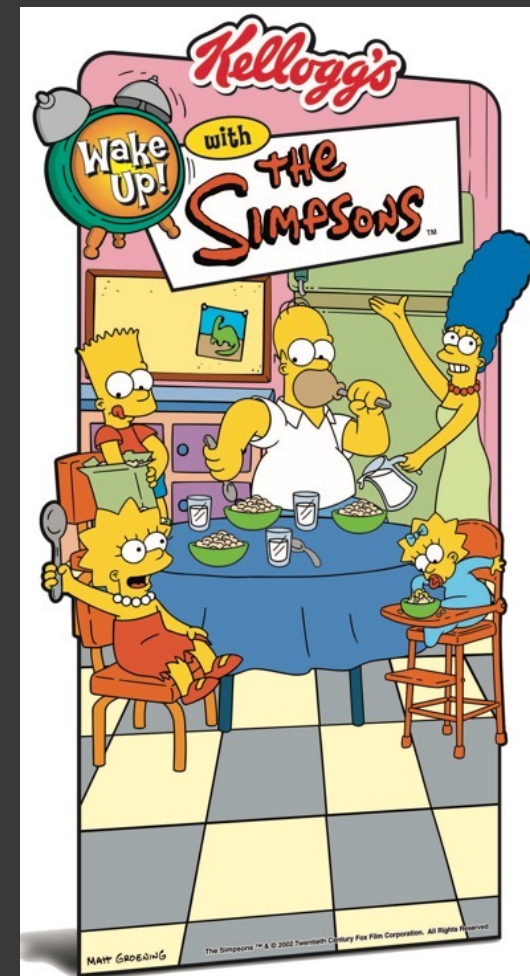
- Leveraged Homer's love of donuts and Bart's association with Butterfinger to gain high-impact entry into the two hottest cereal flavor categories at the time – cinnamon and peanut butter
- Used the breadth of the show's characters and the fanatical appeal of the property to create collectibility and stimulate purchase across the all-family portfolio



PROGRAM DETAILS

Merchandising & Promotion

- In addition to The Simpsons characters across multiple products, the program included:
 - A FREE watch offer
 - A Simpsons Road Rage video game offer
 - Fun on-pack activities
 - Display header and shelf talkers to help wake up the cereal aisle





RESULTS

Cowabunga – the program was a huge success!

- Quick, high-impact entry into the two hottest cereal flavor categories
- 70MM incremental unit sales
- 1600 displays
- *The Simpsons* partnership was repeated in subsequent years

KELLOGG'S

Big Pick (Cereals) & Toon Up Your Locker (Convenience Brands)





SITUATION

The cereal aisle is one of the most crowded aisles in the store and the competition to stand out on the shelf is intense.

While planning a promotion for Kellogg's cereals, we were informed that they were negotiating a media buy with Cartoon Network. We felt it would be a strong property to help the brands stand out and requested promotional licensing rights as part of the deal.

As a bonus, while I was in a meeting with the head of marketing, he mentioned the tremendous internal feedback our cereal concept was receiving. The convenience brands wanted to get involved but couldn't due to the nature of the idea. I astutely came back with a second idea just for them and Kellogg's greenlighted both.



CHALLENGE / SOLUTION

Cereals

CHALLENGE

Gain mass display and product take-away of the Kellogg's kid's cereal portfolio in the ultra competitive cereal aisle during a busy back-to-school time period.

SOLUTION

Merge two strong brand equities, rather than borrow equity, to create a synergistic, relevant idea that commands attention and drives participation.

After Cartoon Network told us about their Big Pick Weekend where kids vote for the next CN series from a few pilots, I came up with the idea to empower kids in the same way by having them vote for the next cereal Kellogg's would make, based on CN shows.



Big Idea

The big idea was to empower kids to pick the next Kellogg's cereal...based on one of 8 Cartoon Network shows.



PROGRAM DETAILS

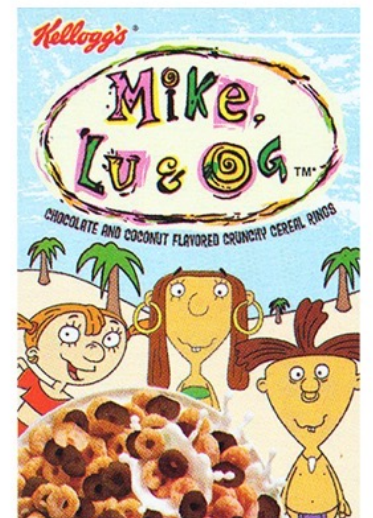
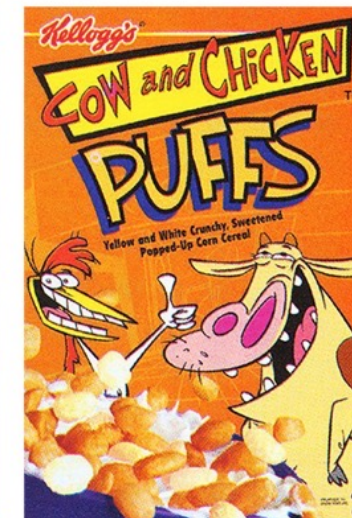
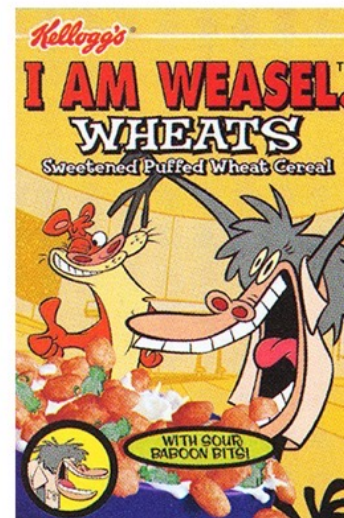
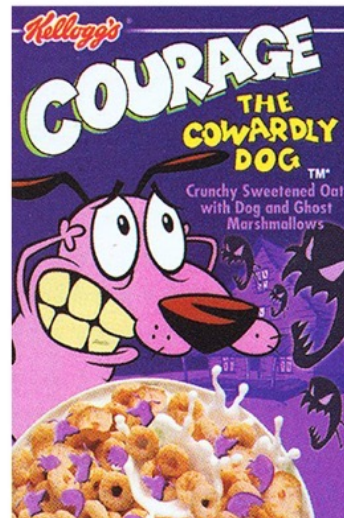
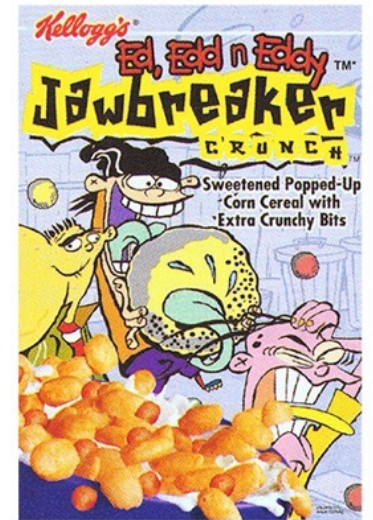
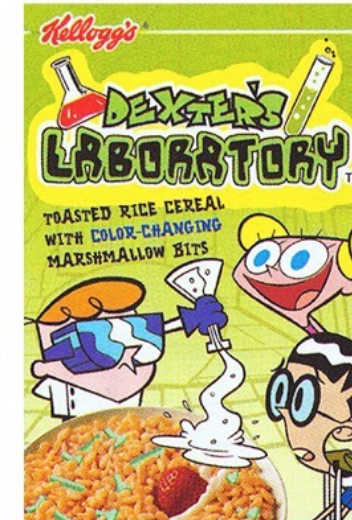
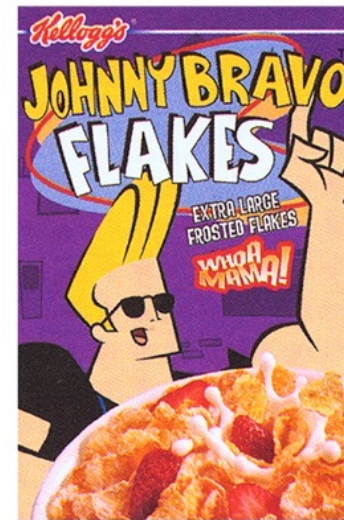
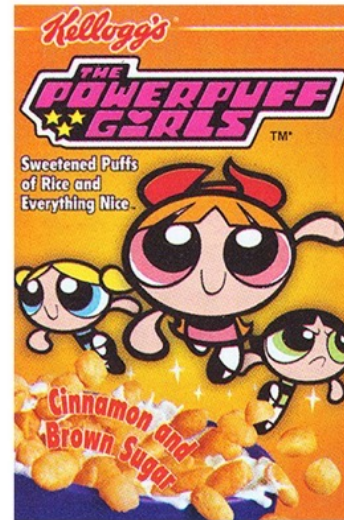
The Cereals

I came up with 8 cereal ideas based on Cartoon Network's most popular Cartoon Cartoon shows and worked with Kellogg's product development group to get them all approved.

The cereal concepts were placed on the back of Kellogg's kids' cereals (see previous slide) and kids were prompted to vote for their pick for the next cereal Kellogg's would make.



ONE OF THESE COULD BE THE NEXT CEREAL KELLOGG'S MAKES!



PROGRAM DETAILS

Sweepstakes & Premiums

FREE in-pack collectible campaign stickers for each cereal concept generated excitement for the vote and drove multiple purchases.

A sweepstakes added more impact by giving kids the opportunity to sit in the boss' chair and "run the Cartoon Cartoon show" for a day, programming their favorite episodes.



PROGRAM DETAILS

Promotional Website

Provided a place for kids to:

- Place their votes and enter the sweeps
- Download cool wallpaper and icons
- Play games
- Link to the Cartoon Network and Kellogg's EET & ERN websites

Exclusive website for
The Big Pick



CHALLENGE / SOLUTION Convenience Brands



CHALLENGE

Extend the Cartoon Network partnership to Kellogg's convenience brands to gain mass display and product take-away during the busy back-to-school time period. Take into account that they can't do what we were proposing for the cereal brands.

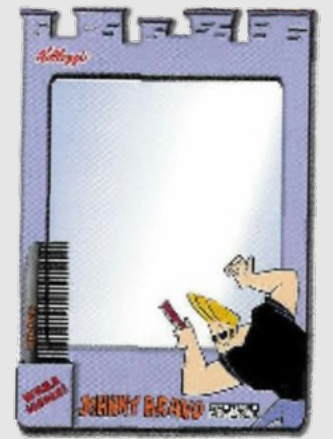
SOLUTION

In a conversation with the head of marketing, he mentioned that the convenience brands were perfect for taking to school and keeping in a backpack or locker as a snack. This piece of information led me to create the long-running Toon Up Your Locker promotional marketing program.

Program Details

Premiums

- Premium offers – both free inside and by mail – reinforced the Toon Up Your Locker theme
 - Magnets, Stick-On Mirrors, Stick-On Message Boards
- The variety of premiums drove moms to purchase across all brands



PROGRAM DETAILS

Promotional Website

On-pack codes unlocked:

- Exclusive Cartoon Network content
- Premium offers
- Games and activities



TOON UP YOUR LOCKER

SPONSORED BY Kellogg's

WHAT'S INSIDE YOUR FAVORITE CHARACTERS' LOCKERS?

USE THE SECRET LOCKER COMBINATION TO UNLOCK THEM AND SEE!

NON-FLASH USERS, CLICK HERE.

BACK TO CARTOON NETWORK .com

PSSST! Pass it on CLICK HERE

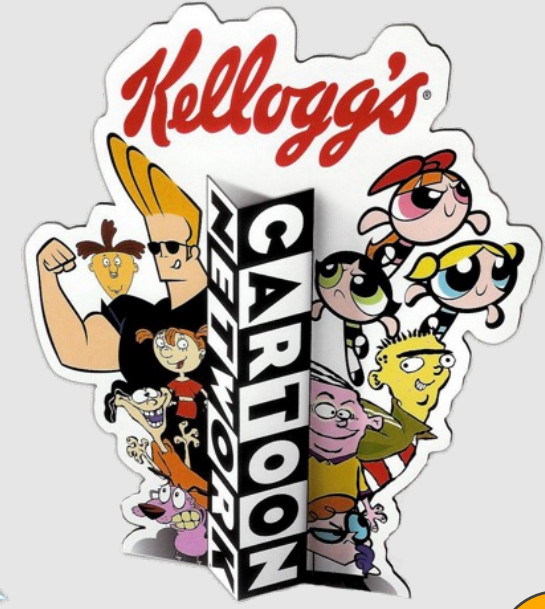
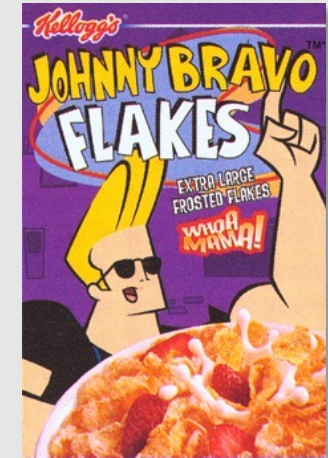
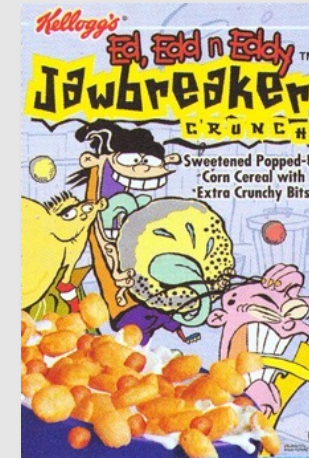
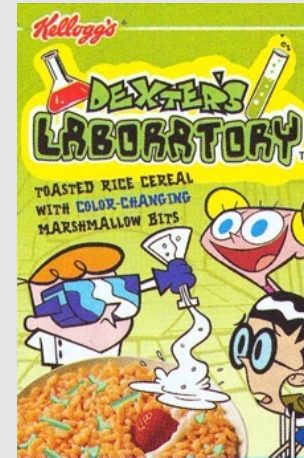
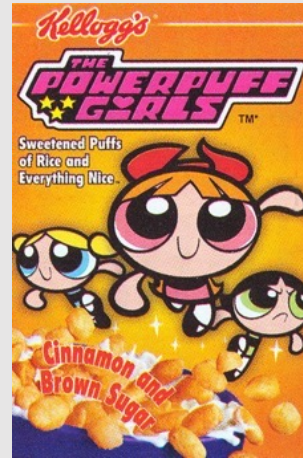
LOOK FOR THE HIDDEN COMBINATION ON THIS PAGE

FIND THE COMBINATION ON THESE SPECIALLY MARKED KELLOGG'S® PACKAGES:

YOU'LL ALSO FIND THESE FREEBIES OR COOL MAIL-IN OFFERS!

Creative Note

In addition to directing my internal staff, I also provided direction to Cartoon Network's art department to create custom artwork for the cereal concepts and in-store POS.



And the winner is...



RESULTS

- One of the strongest promotions in Kellogg's history far surpassed sell-in and display activity goals
- Benefited both partners:
 - Over 500% increase in sales where featured and displayed
 - Cartoon Network Big Pick ratings were up 5% and web page views were up 372%
- Reggie Award winner
- Subsequent promotions with Cartoon Network followed



Disney PIXAR
MONSTERS, INC.

KELLOGG'S

Monsters In The Box





SITUATION

Kellogg's was looking for new ways to scare up more sales in the cereal aisle and had just started a partnership with Disney/Pixar.

We were invited out to Pixar Studios to see a new movie they were working on – *Monsters Inc.*

While showing us the early animation, they also gave us the storyline of the movie. The monster world depended on screams to power their world. It was getting increasingly difficult to scare kids. Monsters Inc. specialized in monsters in the closet and had competitors that specialized in monsters under the bed, behind the stairs, etc., but they needed to find a new way to generate more power.

I left that meeting with the big idea in mind.



CHALLENGE / SOLUTION

CHALLENGE

Create shelf impact and product take-away for Kellogg's kids' brands during the traditionally weak fourth quarter. Leverage a new studio partnership by seamlessly integrating two brands together rather than borrowing equity.

SOLUTION

I presented this concept by staging a press conference alongside a giant three-dimensional mock-up of a Kellogg's Frosted Flakes box. I announced a partnership of Kellogg's Inc. and Monsters Inc. to bring kids the latest, greatest hiding place for monsters. I then pushed up a lever on the back of the box, Monsters Inc. monsters popped out, and I exclaimed, **Monsters In The Box!**

PROGRAM DETAILS

Monsters In The Box

We empowered kids to:

- Find monsters in the box (Monsters Inc. premiums)
- Play with monsters on the box (Monsters Inc. activities on the back of the box)
- Order more monsters from the box (Monsters Inc. premium offers)
- And, if they open a box and it screams, they win a monster room! (motion activated sound chip signaled a winner of Monsters Inc. stuff for your room)





FRONT



BACK



PROGRAM DETAILS

Monsters in Convenience Brand Boxes too!

Kellogg's Convenience Brands also participated with collectible trading cards, on-pack activities and the screaming box sweepstakes.





PROGRAM DETAILS

Merchandising / POS

We based our designs on the *Monsters Inc.* style guide to create aisle dominating POS.

PROGRAM DETAILS

Account-Specific Overlays

Key accounts were offered a variety of special opportunities including breakfast screenings of *Monsters Inc.* that shoppers could earn/win.

From the Creators of **TOY STORY**
**YOU WON'T BELIEVE
YOUR EYE**



Disney·PIXAR
MONSTERS, INC.

See an exclusive
BREAKFAST SCREENING
presented by
Kellogg's®

See display for details.

PROGRAM DETAILS

Promotional Website

Kids could also find monsters on the internet with our promotional website.

We developed games and activities with chances to earn and win premiums/prizes.





SELL-IN BROCHURE
& CLIPBOARD

RESULTS

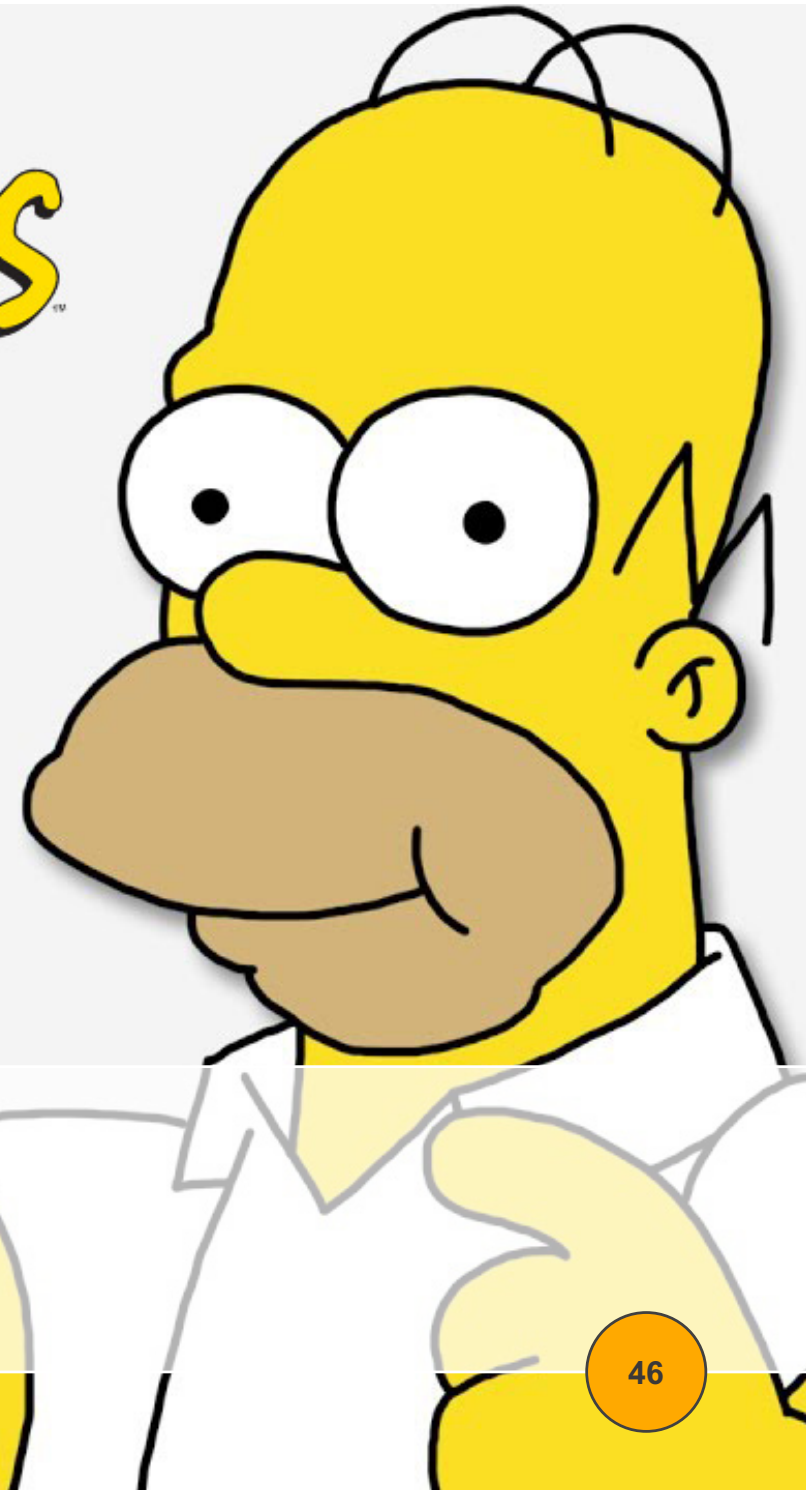
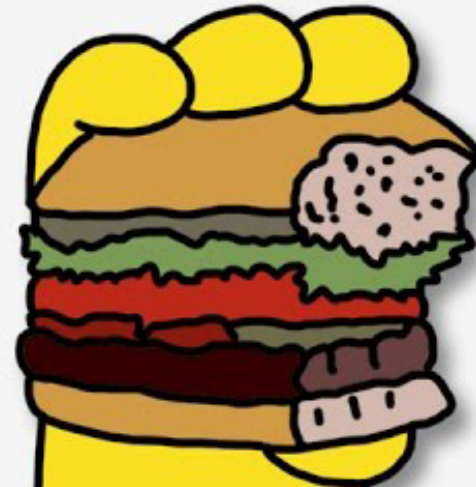
I do not have the sales numbers for this program, but it was a Reggie Award finalist the same year Kellogg's Cartoon Network program won. It also kicked off a successful multi-year Disney partnership.

the
SIMPSONS™



BURGER KING

Homer of the Whopper





SITUATION

I led the concept development for the winning pitch of the \$50MM Burger King promotion and merchandising business.

The plan leveraged America's love for freedom of choice, *The Simpsons*, and grilled food to set Burger King apart from its competitors.

Whereas McDonald's was fried assembly-like sameness and Wendy's was greasy and old-fashioned, Burger King was the king of American burgers – grilled the way people prefer and prepared the way they want.

The Simpsons provided a perfect partner to engage all age segments with Homer as an ideal spokesperson – the Homer of the Whopper.

A cartoon illustration of the Simpson family at a Burger King restaurant. Homer Simpson is standing and holding a large burger, while Marge, Bart, and Lisa are seated at a table with more burgers and drinks. The scene is set in a casual dining environment with a warm, orange-toned background.

CHALLENGE / SOLUTION

CHALLENGE

Make Burger King the hot place to go for contemporary families to get a flame grilled meal.

Maintain an industry first 12-week promotion window for a single event while driving traffic and consumption across all targets.

SOLUTION

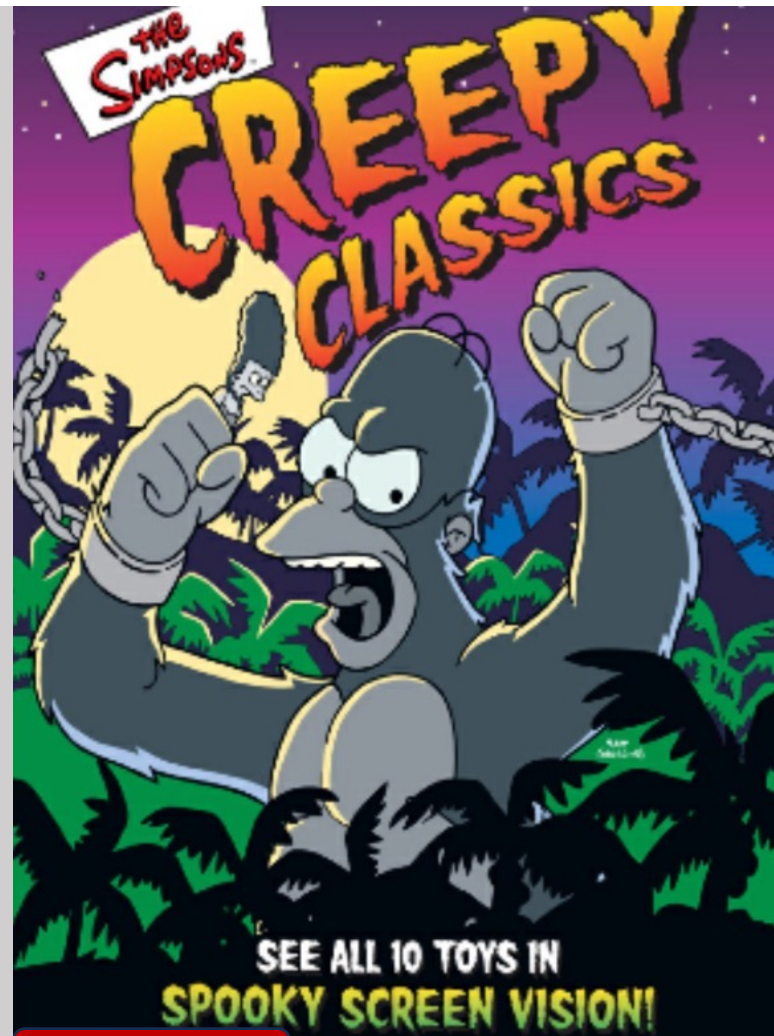
Leverage the fanatical drawing power across all ages of *The Simpsons* to establish Burger King as a must-go destination from October through December.

PROGRAM DETAILS

12-Week Promotion Window

Three 4-week promotions tied to one partner

- October:
 - Halloween themed Creepy Classics collectible toys with Kids Meal purchase
 - Limited time Freaky Float
- November:
 - Limited time X-treme Bacon & Cheese Whopper
- December:
 - Talking watch offer



OCTOBER



PROGRAM DETAILS

October

- Tie-in with the annual Treehouse of Horror Halloween episode
- One free toy in each Kids Meal – collect all 10
- Orange Freaky Float drink special to increase the register ring beyond Kids Meals





PROGRAM DETAILS

November

- Homer's signature Whopper® keeps traffic coming and registers ringing
- Marge promotes options for the lighter eaters



PROGRAM DETAILS

December

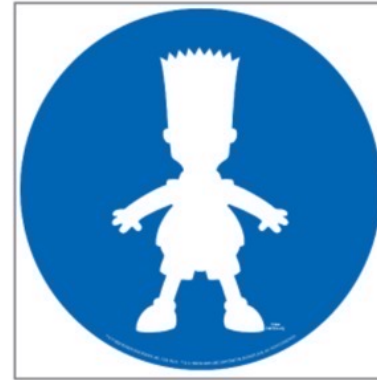
- Talking watch offer tied to Value Meal purchases was offered during gift giving season
- 4 watches in collector's boxes were offered
- We created the ideas and designs for each watch as well as for the supporting POS



PROGRAM DETAILS

Fun Overlays

- I created activities for tray liners, cups and fry boxes, such as “Play Pointless Trivia and Win Nothing”
- Collectible large cups included fun character facts to stimulate trade-up
- Decals were provided to add some fun to restroom identification



The Little Barts Room



The Little Lisas Room



PROGRAM DETAILS

Local Market Overlay

Say D'oh! Save Dough!

I came up with the idea to have people receive a secret value by coming into BK and saying D'oh!

By doing so they could get a Homer X-treme Whopper or Marge's Chicken Whopper for \$1.

We used radio, social and mobile to drive customers into BK during specific times to take advantage of the offer.





RESULTS

The initial concept for this program helped us win the \$50MM Burger King promotion account.

The first 12-week execution was such a big success that Burger King continued to run multiple promotions with *The Simpsons*.

Unfortunately, I don't have specific sales numbers.

www.aafes.com

www.burgerking.com

PLAY!

**AAFES
LOOT
CAMP**



\$100,000

GRAND PRIZE
BURGER KING

AAFES Loot Camp

Over a **MILLION** Instant Prizes Available!

56

@ BK YOU GOT IT!™



No purchase necessary. See Official Rules poster for full details including how to get game pieces without purchase and odds. Must be 18 or older to play.

SITUATION



Burger King has over 300 AAFES restaurants at armed forces bases around the world.

They have a unique audience that responds to specific stimuli, such as cash. Others, such as trips, are irrelevant.



CHALLENGE / SOLUTION

CHALLENGE

BK competes with other food vendors at AAFES commissaries and needs to drive traffic and register rings. Promotions, however, need to take into account the distinctions of this target audience.

SOLUTION

Create a fun event playing off something with which the target audience is all too familiar...

with an attention-grabbing call to get something they are all too in need of...

no matter where they are located.



PROGRAM OVERVIEW

Loot Camp

I created the The LOOT CAMP instant-win game and BK GRILL INSTRUCTOR to resonate with the target audience.

The Grill Instructor recruited players to peel off the dog tag game pieces and see if they were winners of:

- \$100,000 cash or millions of...
- On-base movie tickets
- BK Rations (Burger King food prizes)



PROGRAM DETAILS

Trade-Up

To increase register rings, odds of winning were increased by trading up to get more game pieces.

- 1 chance to win with a Whopper®, Chicken Whopper®, Chicken Whopper® Jr. or 32-oz. drink
- 2 chances to win with a large Whopper® or Chicken Whopper® Value Meal
- 3 chances to win with a king size Whopper® or Chicken Whopper® Value Meal

www.aafes.com www.burgerking.com

Chances To Win!

3 With a **KING SIZE** Original or Chicken WHOPPER® Value Meal

2 With a **LARGE** Original or Chicken WHOPPER® Value Meal or 42 oz. Soft Drink

1 With an Original WHOPPER®, Chicken WHOPPER®, Chicken WHOPPER® Jr., Breakfast Sandwiches, or 32 oz. Soft Drink

@ BK YOU GOT IT!

No purchase necessary. See Official Rules poster for full details including how to get game pieces without purchase and odds. Must be 18 or older to play. Game is scheduled to end 10/27/02. Void where prohibited. © & © 2002 BURGER KING BRANDS, INC. ALL RIGHTS RESERVED. COUNTER CARD / TRADE ZONE-INTERIOR / 6/16/02-10/27

www.aafes.com www.burgerking.com

2 Chances To Win!

with a **LARGE** Original or Chicken WHOPPER® Value Meal

3 Chances To Win!

KING SIZE your Original or Chicken WHOPPER® Value Meal

www.aafes.com www.burgerking.com

Get a Game Piece!

with any Breakfast Sandwich Purchase

PROGRAM DETAILS

Merchandising

Promotional merchandising was developed not only for inside BK locations, but also to recruit diners from outside – with theater posters, gas station pump toppers, floor decals and more.



RESULTS

LOOT CAMP and the Grill Instructor were so well received that the Grill Instructor became an ongoing spokes character and variations of the program continued to run for several years.



HERE IT COMES,
THE WHOLE
COLLECTION



JAMES B. BEAM DISTILLING CO.

Small Batch Bourbon Launch



SITUATION

Before small batch liquors were even a thing, shoppers' liquor choices were primarily mainstream. In fact, the term “small batch bourbon” was coined by Jim Beam's grandson, sixth generation Master Distiller Booker Noe.

When his Small Batch Bourbon Collection – Booker's, Baker's, Basil Hayden's and Knob Creek – hit the market, we needed to create the ultra premium category, establish the high-end positioning, and generate the demand, both off-premise and on-premise.





CHALLENGE / SOLUTION

CHALLENGE

Establish an ultra premium brand image targeting dual audiences: traditional bourbon connoisseurs and young urban professionals looking to reward themselves with the best.

Stimulate both audiences to trade up to this higher priced, ultra premium bourbon collection.

Gain on-premise and off-premise distribution.

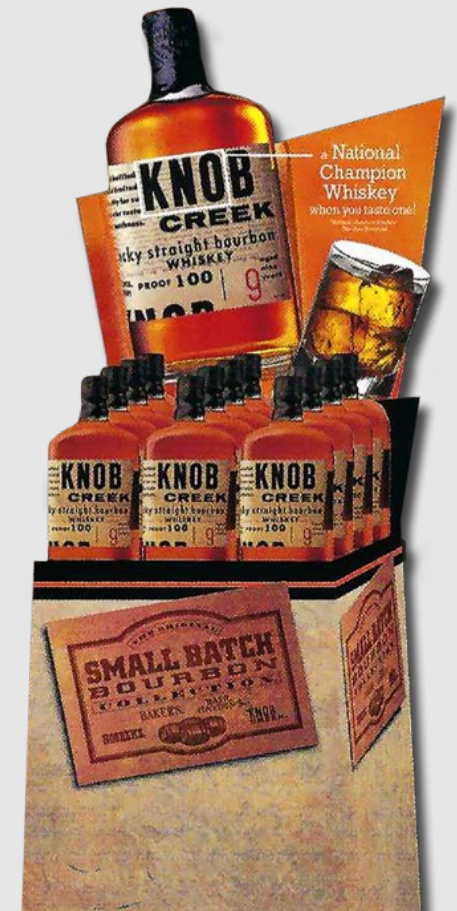
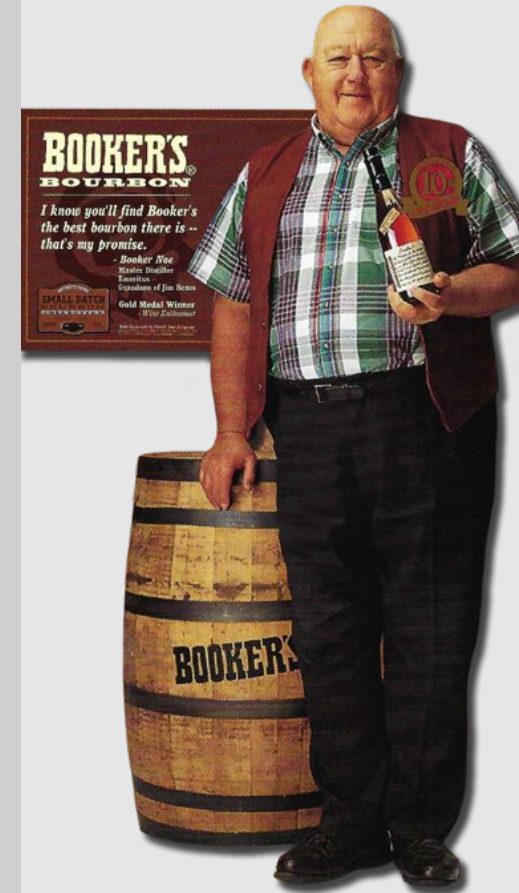
SOLUTION

Created a number of on-premise and off-premise merchandising and promotion programs that built the brand image while generating and maintaining sales momentum – from display elements to gift sets, tie-ins and tasting events.

PROGRAM DETAILS

Off-Premise Merchandising

- Included case displays, shelf talkers for the full collection as well as each individual brand, bottle display shelf enhancers, and a Booker Noe standee
- Designed to reinforce the ultra premium positioning, promote the accolades and provide tasting notes to generate trial



CRITICS' CHOICE

Basil Hayden's® Hand-Bottled at 80 Proof
"Soft and light on the palate with a potpourri of attractive fragrances. Displays a sense of elegance and grace."
Wine Enthusiast

Knob Creek® Hand-Bottled at 100 Proof
Winner of Wine Enthusiast's National Champion Whiskey. "One of the most singular bourbons available. I think that it may be the best."
Wine & Spirits

Baker's® Hand-Bottled at 107 Proof
"A rush of deep flavors attack the palate accompanied by a good dose of heat. Sensational aromatics never cease. Greater depth is realized in the broad, lush finish. A Tour De Force!"
Wine Enthusiast

Booker's® Hand-Bottled Straight-From-The-Barrel at 121-127 Proof, Aged 6-8 Years
"Loaded with richness in flavors, woody notes and rich spices. For all its power and heat, there is a remarkable velvety, elegant finish. A potent, soaring spirit. Bravo!"
Wine Enthusiast

SMALL BATCH BOURBON COLLECTION

"Small Batch Bourbons were invented as the American answer to single malt Scotch. But the reality is that these are the best bourbons ever made."
The New York Times

For FREE membership in the Kentucky Bourbon Circle®, a club for bourbon connoisseurs, call 1-800-860-CRICK2. Must be 21 or older.
 Visit the best bourbons in the world at www.smallbatch.com
"Make Responsibility Part of Your Enjoyment"

BOOKER'S

Straight-From-The-Barrel 121-127 Proof Aged 6-8 Years

The finest, rarest, absolute best bourbon available. Uncut, unfiltered, straight from the barrel. Originally created for the personal stock of Jim Beam's grandson, Master Distiller Emeritus Booker Noe. Dark amber color. Big oak, vanilla and smoky charred aroma. Full-bodied, loaded with rich flavors, woody notes and spices. Full of power and heat, yet with a remarkably smooth finish.

Enjoy the bold taste of Booker's in a snifter, with 1 oz. of spring water or as a Booker's Tall Water (1-1/2 oz. Booker's, 4 oz. spring water, 2-3 ice cubes).

For FREE membership in the Kentucky Bourbon Circle®, a club for bourbon connoisseurs, call 1-800-860-CRICK2. Must be 21 or older.
 Visit the best bourbons in the world at www.smallbatch.com
"Make Responsibility Part of Your Enjoyment"

PROGRAM DETAILS

Off-Premise Promotion

- Various promotions including multi-brand gift sets/boxes, glassware gift boxes, cigar gift sets and offers, humidor gift set and more
- Each promotion was developed to target the high-end and young urban professional bourbon audience

Gift Sets / Boxes



Cigar Promotion



PROGRAM DETAILS

On-Premise

- On-premise initiatives included merchandising of the collection, back bar bottle glorifiers, tasting events, smoker events and more

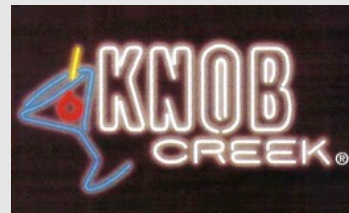
Cocktail Suggestions



Tin Sign



Neon Light



Tasting Events



Tasting Notes



Bottle Glorifier



Humidor Glorifier



Cigar Pairings





RESULTS

- Double and triple digit sales growth each year over the first five years
- Created the small batch bourbon category
- Succeeded in expanding the bourbon audience to a younger generation

THANK YOU



Dave Musiel

[LinkedIn.com/in/dmusiel](https://www.linkedin.com/in/dmusiel) • ngnroom.com (portfolio)