

Jim Beam

Retail History in the making.

JIM BEAM



MAKE HISTORY™

**Marketing Society Scotland
Star Awards 2015**

Communication Category: 4.6 Retail



Introduction

Jim Beam is the World's no.1 Bourbon and has been making history since 1795. It derives its rich satisfying flavour from a treasured family recipe, a recipe which is still in the family with our current master distiller Fred Noe, Jim Beam's great Grandson.

As well as the main parent brand, a family of new flavoured variants have been created. In the UK, two were introduced - Jim Beam Honey (Jim Beam white bourbon infused with real golden honey) and Jim Beam Red Stag (Jim Beam white Bourbon infused with natural black cherry flavours).

American whiskey in the UK is a relatively small spirits category, but one that is growing (at great speed). However, the category has a dominant leader in Jack Daniels, and the strength of this brand in a small category makes it tough for Jim Beam to get the shelf space and the drinker consideration it needs and deserves.



This is the story of how we increased Jim Beam's presence and appeal in retail outlets and, through fresh and appealing brand activation, increased its fortunes in a highly competitive space. In doing so, we grew the overall category, which is our retail customer's main objective. We transformed it into a major brand in retail with sales rising to a value of over £25.5 million a growth of 43% MAT¹.

Our Objectives

Born in the USA. Loved in the UK

The new vision for Jim Beam was to be seen as an accessible and relevant brown spirit that 20-35 year old consumers love to be associated with.

We would do this by:

1. Getting Jim Beam considered at the point of purchase (POP) and targeting new younger shoppers to choose JB Red Stag and Honey as a refreshing alternative to beer and cider.
2. Getting young 20-35 year old men to choose to drink the Jim Beam portfolio by being the brand that is relevant and meaningful to key milestones in their lives and bonding / drinking occasions.

History doesn't make itself. It needs people and ideas to forge landmarks. Jim Beam has a pretty impressive history with whisky aficionados from Kentucky to Kinross having long cultivated a taste for Jim Beam but getting the message across to a whole new generation was the task for 2014.

By using the platform of Make History we would grow the brand and make the most of the opportunity by transforming the brand in Retail. That is how history is made...

Our Audience

American whiskey is mostly appealing to 20-35 year old, mainly male spirit drinkers who love the sweeter tastes of Bourbon. To these drinkers, traditional Scotch whisky seems old fashioned and less accessible flavour wise compared to the sweeter, more sessionable American whiskeys. They enjoy discovering drinks with a story and which can be shared with their mates. And great shared times with mates can become the stuff of history and legend.

A strategy to Make History

Brand authenticity is essential for modern drinkers today. Also, drinkers are looking for brands of substance, ones that have been made with real craft.

It was essential, therefore, that our brand idea conveyed the authenticity and family craft credentials of Jim Beam. We wanted to connect the brand's distinctive history with the drinkers' desire to make history for themselves. To tap into their desire to experience something new and memorable.



This strategic thinking came to life in the line Make History

Brand awareness has never been a problem for Jim Beam. It's a world-renowned label and household name. The real problem has been in translating its iconic status into drinkers' purchasing habits. We have high brand awareness (recorded at 90% in a study of all those asked) while frequent consumption is at only 4%. To increase these figures we need our communications to work harder both Above the Line and Below, becoming relevant to shoppers and making our way into their drinking repertoires.

The key challenge for the brand was to cut through the noise at Point of Purchase, activating Make History in a meaningful way and growing brand market share and category growth. We acknowledged that Jack Daniel's is a massive competitor. We planned to avoid Jack's heavy hitting Birthday celebration campaign in the Autumn.

To summarise the plan

We made plans for a "fast start" in March with our Make History campaign, continuing the momentum through summer before fully activating in August. This was part of a global campaign so all Emerging Markets in Europe and Africa (EMEA) would be triggered at the same time in line with the heavyweight ATL package to really deliver a Through the Line Campaign and maximising our Return On Investment.

- Deliver Make History TTL in unison with our ATL campaign
- Maximise American Whiskey sales by not putting Jim Beam directly up against JD
- Fast start in March to recruit into the brand while encouraging repeat purchase and loyalty with a second burst of activity in August.

The Plan

For a campaign which such a bold strapline as Make History, our brand teams and consumer agencies had to go that extra mile to create an impactful and consistent creative vision. The activation was delivered in two separate phases in Retail across 2014 with amplified visibility and sampling in-store to encourage trial and influence shopper purchase.



Quarter One (Jan-Mar) was to build presence in retail, attracting new shoppers (penetration) through flavours, and doing so in a way that was engaging and striking.

1. Engage and build shopper confidence in exploring the American category
2. Drive shopper penetration through flavours
3. Have an enjoyable shopping experience with Jim Beam



Quarter Three (July-Aug) was about rewarding loyalty and also focusing on the brand education message.

1. Reward loyalty and encourage frequency of purchase (i.e. encourage the shoppers that came into the brand in March to shop again)
2. Focus on 'quality' and education at POP

The activity came to life

The ATL was split into four Quarters over the course of 2014, where retail would support two key Quarters: Quarter One and Quarter Three:

Quarter One (March 2014)

The activation plan was to increase consideration and trial, simultaneously bringing to life Make History by securing promotion and off-shelf feature for Jim Beam White and the rest of the family in all retailers. Next, we mapped out the shopper journey and their path to purchase, having identified them as young, price-savvy and likely to shop around for the best deals.

Our call to action for Quarter One was stirring and inspirational:

**“WE’VE MADE OUR HISTORY.
NOW MAKE YOURS!”**

This call was supported by a national campaign and even allowed one lucky consumer and their mates to win a road trip in the US. This was the lead for our ATL which was amplified across social and digital media.



Neck hangers applied over all Jim Beam Products

This is how we activated Quarter One in retail

Brand advertising is very hard to achieve in store as Sainsbury's have a very strict non branding policy. To address this we amplified sampling in store to gain maximum awareness and in addition secured great visibility with Gondala ends (off shelf display at end of aisle) in 375 stores and 5000 cases were merchandised with neckhanger to communicate our Make History message.

Sainsbury's



TESCO

In Tesco, to cut through the clutter, we had off-shelf space in 130 stores with larger shipper displays while 200 stores had smaller display units.

The Jim Beam Still House display appeared in 9 large stores, with sampling in 100 stores and merchandised neck hangers.

AMERICAN STILLHOUSE.

The Still House unit was key in communicating authenticity and quality, a replica for the original in Kentucky (and won a SILVER award at the Point of Purchase Advertising International 2014 for outstanding display). The best in store theatre we've ever done!

Tesco was extremely pleased with the activation and performance of Quarter One.

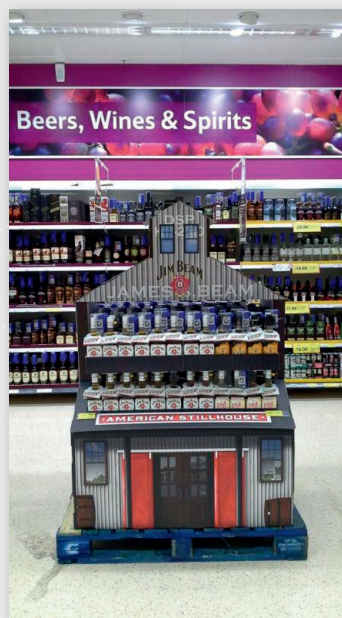


"Very impressed and pleased with the performance. Makes my job easier for pitching for space on Jim Beam in the future"

Lloyd Andrews, Buyer, Tesco.



TESCO activity



ASDA

We had a genuine hotspot in 202 Asda stores with one lucky shopper and their “mates” being enticed with the EXCLUSIVE trip to Las Vegas prize. Again, with limited ability to use branding in store, we used shopper touch points that allowed us to communicate ‘Make History’ in an Asda way.



Morrisons

We always set out to add theatre and memorable fun to the Jim Beam shopping experience.

In Morrisons, to bring the ATL to life in store, we had off-shelf feature in 400 stores, an abundance of neck tags, sampling in 100 stores and in-store leaflets detailing how to WIN the Road Trip prize. Plus, there were tablets on each stand showing Hollywood star Mila Kunis fronting the new campaign and inspiring everyone to do the 'Kentucky Chew'.

Sampling always works extremely well in Morrisons so was critical for recruiting new shoppers while creating theatre in store.



Waitrose

In 300 Waitrose stores, we made our own history with Jim Beam going off-shelf for the very first time on the gondola end. A full page in Waitrose Weekend helped support this ambitious drive.

In line with the premium nature of the Waitrose shopper, we ensured that our activity communicated our heritage and quality, brand qualities that Waitrose shoppers identify with.



WE'VE MADE OUR HISTORY. NOW MAKE YOURS!

JIM BEAM
MAKE HISTORY™

Since 1795, the folks here at Jim Beam have stayed true to our great whiskey making traditions, passing along the Beam family recipe from generation to generation. This dedication to craftsmanship is what has helped us continue to make history for over 219 years! It's your turn now, here's to the next great chapter in your story!

WIN A ROAD TRIP IN THE U.S!

We're giving you and a friend the chance to make your own history on a road trip through the U.S. in a cool camper van, experiencing moments you'll never forget. All you have to do to enter is visit jimbeam-roadtrip.biz.

JIM BEAM NOW ONLY £15
SELECTED STORES ONLY. PROMOTION ENDS 12th MARCH - 1st APRIL

drinkaware.co.uk For the facts [f JIMBEAMUK](https://www.facebook.com/JIMBEAMUK)



Quarter Three

Quarter Three (July – Aug)

This second drive focused more on Jim Beam quality cues .

To cement the heritage and quality, our ATL focused on telling the Jim Beam story more and offered lucky consumers to WIN a trip to Kentucky, one that we activated in Sainsbury's and Asda. This was to reinforce Kentucky as the original home of great tasting, authentic Bourbon.

Come as a friend, leave as family

This 'call' has been taken directly from Kentucky where it sits as a plaque on the wall of the distillery. Truly taking a part of Kentucky to retail.

f JIMBEAM/UK

COME AS A FRIEND, LEAVE AS FAMILY

**WIN A TRIP TO KENTUCKY,
THE HOME OF OUR BOURBON**

VISIT US AT: JIMBEAM-KENTUCKY.BIZ

YOU AND A FRIEND COULD WIN THE CHANCE TO VISIT THE HOME OF BOURBON IN KENTUCKY AND MEET FRIED MOE, JIM BEAM'S GREAT GRANDSON. YOU'LL ALSO EXPERIENCE HOW WE'VE BEEN MAKING HISTORY FOR OVER 200 YEARS.

JIM BEAM

MAKE HISTORY™

drinkaware.co.uk
for the facts

Whisky 40-43% Alc./Vol. (80-86 Proof).
Cask-Bottled. No. 100. © 2010 Jim Beam Distillery, Inc.



COME AS A FRIEND,
LEAVE AS FAMILY.

MAKE HISTORY

JIM BEAM
BOURBON
Small text on label: Kentucky Straight Bourbon Whiskey, 40% Alc/Vol (80 Proof), Imported by Jim Beam Company, Louisville, KY

Sainsbury's

In Sainsbury's, the activity included branded ladder racks in 350 stores and sampling in 100 stores with additional standing display units bringing this theme to life.



Waitrose

In Waitrose, we had a twist to the campaign in store by activating the Old Fashioned Serve (the Old Fashioned is the most popular cocktail for young males under 35), merchandising Jim Beam White Whiskey with bitters and sugar syrups. We tailored this to The Waitrose Way (a phrase they use to say how their brand compares to the other retailers).



ASDA

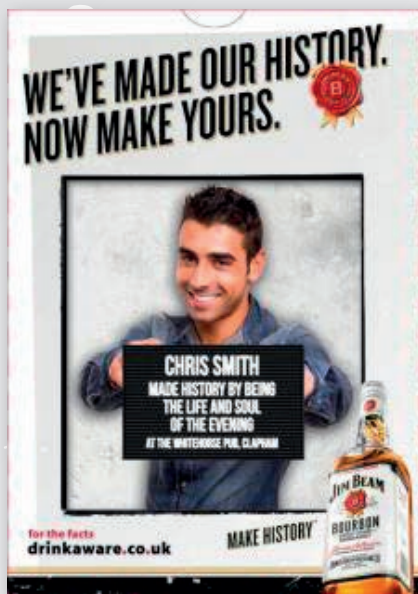
For Asda and Morrisons, we led with some simple, very refreshing serving suggestions to entice new drinkers.



Morrisons



Carry on Beaming



Running at the same time as the Retail activation, the Cash and Carry sector and On Trade Channels also secured outstanding visibility with Display Units and Still House displays across the country during the key activation times. This helped to amplify brand awareness and maximise the Make History campaign.

On Trade activity focused on Scotland, the Midlands, London and the South of England where high numbers of imported whisky drinkers resided, while the top 50 Jack Daniel's outlets were targetted with an intense Make History campaign. Activation kits included drinks menus with serves and new glassware. All POS provided the chance to win a place on the Road Trip to Kentucky.



Results made History

Of course, all this hectic history-making and vibrant campaigning would be for nothing if the results hadn't reflected both the effort and skill which went into this activation. The results were stunning...

Quarter One

Achieved heavy weight off shelf feature in all 5 retailers in February and March 2014 with increased display space for 2014¹

Total Volume, +21.4%¹ YoY. Delivering an additional £2.5m additional sales for the brand

Canabalisation at only 25%², total category grew by £1.86m. Great news for our customers

Level of distribution gains, +5.2%¹

Value Market Share, +0.7%¹

Shopper penetration +138%¹ - brought in NEW YOUNGER SHOPPERS to the Category, with sales of Honey & Red Stag up over 300%¹

1 - Nielsen off trade to 26.4.14.
2 - Dunnhumby

Quarter Three

Total Sales Uplift +38%

Further distribution gains of 23%

Value Market Share continue to grow +1.5ppt

Source - Nielsen Off Trade 11.10.14

Retailer Headlines

In Sainsbury's, both JB Honey and Red Stag delivered an immediate 70% increase in shopper numbers in Quarter One with 20% of those new shoppers repeating a purchase in Quarter Two.

In Tesco, total sales of Jim Beam were +230% with the category growing +23%. Honey and Red Stag brought in new shoppers, sales +413% on Honey and +331% on Red Stag. In the stores we sampled, sales were +271% versus the entire Tesco Estate, with the 9 stores that we had the Still House unit +604%.

In Morrisons, average Saturday sales across 100 stores resulted in a whopping 2000% uplift for Red Stag and 700% uplift for White.

In Waitrose, the Off Shelf during July and August sold 50% of the total volume sold during the whole of 2013. A massive uplift in performance in Waitrose with sales +350%.

And as for that exclusive Asda Trip to Vegas competition: well 11,000+ entries flooded in (more than the national campaign of Win The Road Trip which attracted 7800 entries). The Road trip attracted a 3.12% redemption which smashed our target redemption of 1% - industry standard).

2014 Performance

Total MAT volume +43%¹

Increased volume market share from 6.3% to 7.2%¹

Total MAT Vol +54%²

Increased market share Volume share 10.6% to 14.2%²

Increased Rate of Sale from 9.6 to 11.1 bottles per store²

Increased shopper numbers by 33%³

Increased shopper frequency of purchase by 28%³

More shoppers buying and continuing to buy Jim Beam!

Source 1- Nielsen total Trade Off WE 31.01.15 / On 27/12/2014.

2- Nielsen Off Trade 52 wks WE 31.01.15.

3 - Kantar 52 weeks 4th Jan 2015)

And in conclusion...

Faced with a mighty competitor in Jack Daniels, and ever increasing pressures on retail shelf space, Jim Beam activated its Make History campaign to stunning effect. Across the leading multiple grocers, Jim Beam gained massive uplifts in distribution, penetration and sales, delighting the retailers and winning over a new generation of bourbon shoppers.