



IDENTITY & SYSTEMS | BRAND AUDIT | JOE HATFIELD | JACK DANIELS

**BRAND
STORY**



QUALITY & CRAFTSMANSHIP SINCE 1866

BRAND STORY

1864-1910

FOUNDING

Jasper Newton Daniel, more commonly known as Jack, introduces the world to Old No. 7, his signature charcoal-mellowed Tennessee.

1911-1940

PROHIBITION

Master Distiller Jess Motlow and his older brother Lem Motlow see the distillery through its greatest challenges—Prohibition and the Great Depression

1941-1963

WWII

WWII builds to a peak. During this time the distillery ceases production so that resources can be redirected to help serve the war effort.

1964-1987

COMING OF AGE

The British Invasion. Future greats of rock and roll cross the pond and conquer the States. Already taken with authentic American blues, they also take to authentic American whiskey.

1988-PRESENT

MODERN ERA

Master Distiller Jimmy Bedford's ('88-'07) introduces Gentleman Jack, and continues with the biggest expansion to our family of brands in 150 years under Master Distiller Jeff Arnett ('08-present).

(www.jackdaniels.com)

CORE
CONCEPTS



CORE CONCEPTS

"The brand values are related to the authentic values of the hard-working people in small American town of the backwoods Tennessee culture, which are always referred on their advertising to shape the brand value itself. The American authenticity is the essence of the Jack Daniels brand."

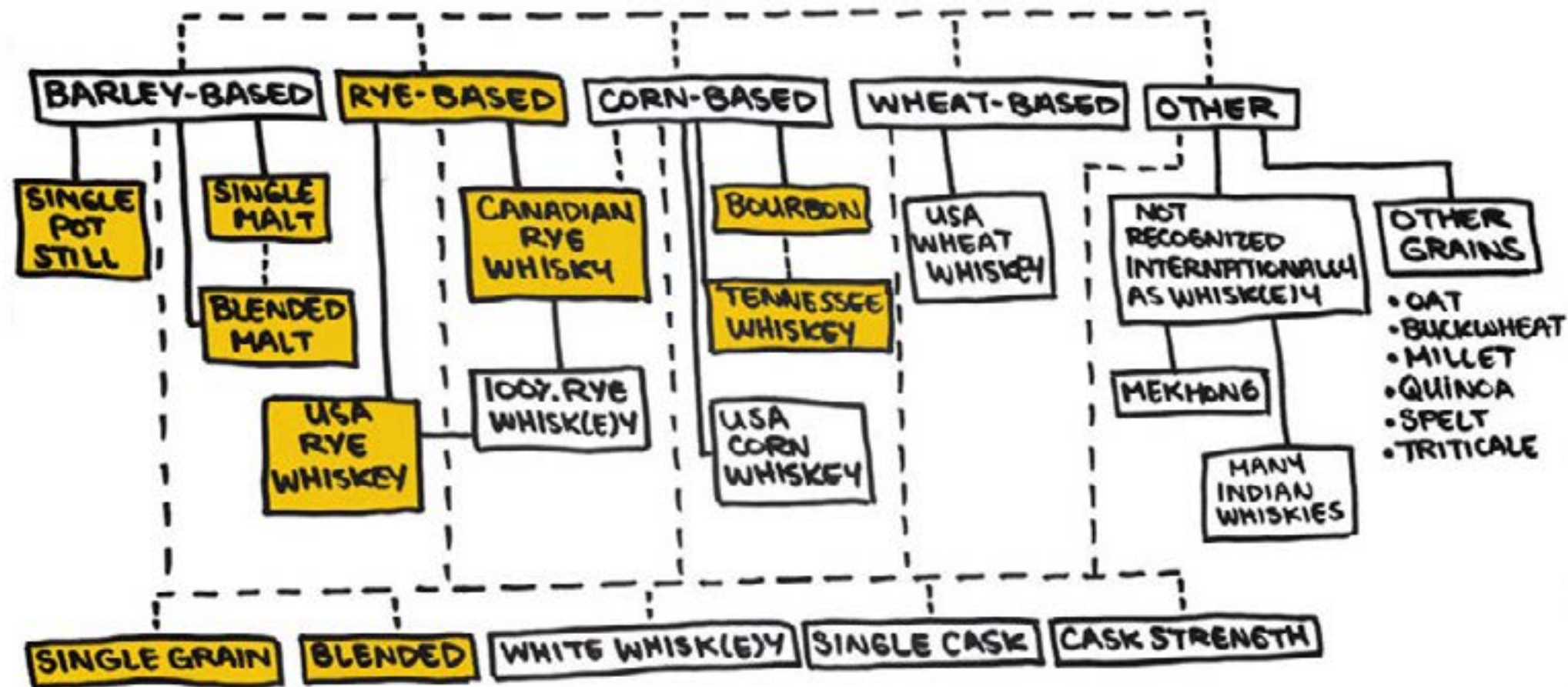
(www.arnoldworldwide.com)



COMPETITIVE
ANALYSIS



TYPES OF WHISKEY



(<http://whiskeymuse.com/whiskey-for-beginners/>)

COMPETITION



- Established 1795
- Kentucky Bourbon
- "Worthy of your trust"

(<http://www.jimbeam.com/en-us/>)



- Established 1819
- Classic scotch whiskey blends
- "Pioneering, iconic, exceptional"

(<https://www.johnniewalker.com/en-us/>)



- Established 1783
- Kentucky Bourbon
- "Seriously good bourbon"

(<http://evanwilliams.com/heritage.php>)

POSITIONING &
DIFFERENTIATION



POSITIONING & DIFFERENTIATION

“Jack Daniel’s position itself as a familiar reassuring, dependable brand and it promotes itself as such.”

“A premium whiskey, often more expensive than its competitors especially outside the U.S. maintains its position despite its price, because of the uniqueness of the product.”

(Fabbi, Matthew, Jack Daniels Brand Activity 2011)



TARGET AUDIENCE
& DEMOGRAPHIC



TARGET AUDIENCE & DEMOGRAPHIC

- Consists mainly of men
- Ages ranging from 34 - 55
- Perhaps a bit conservative
- Sense of effort | tradition | strong values
- "Anti-conformist consumer"

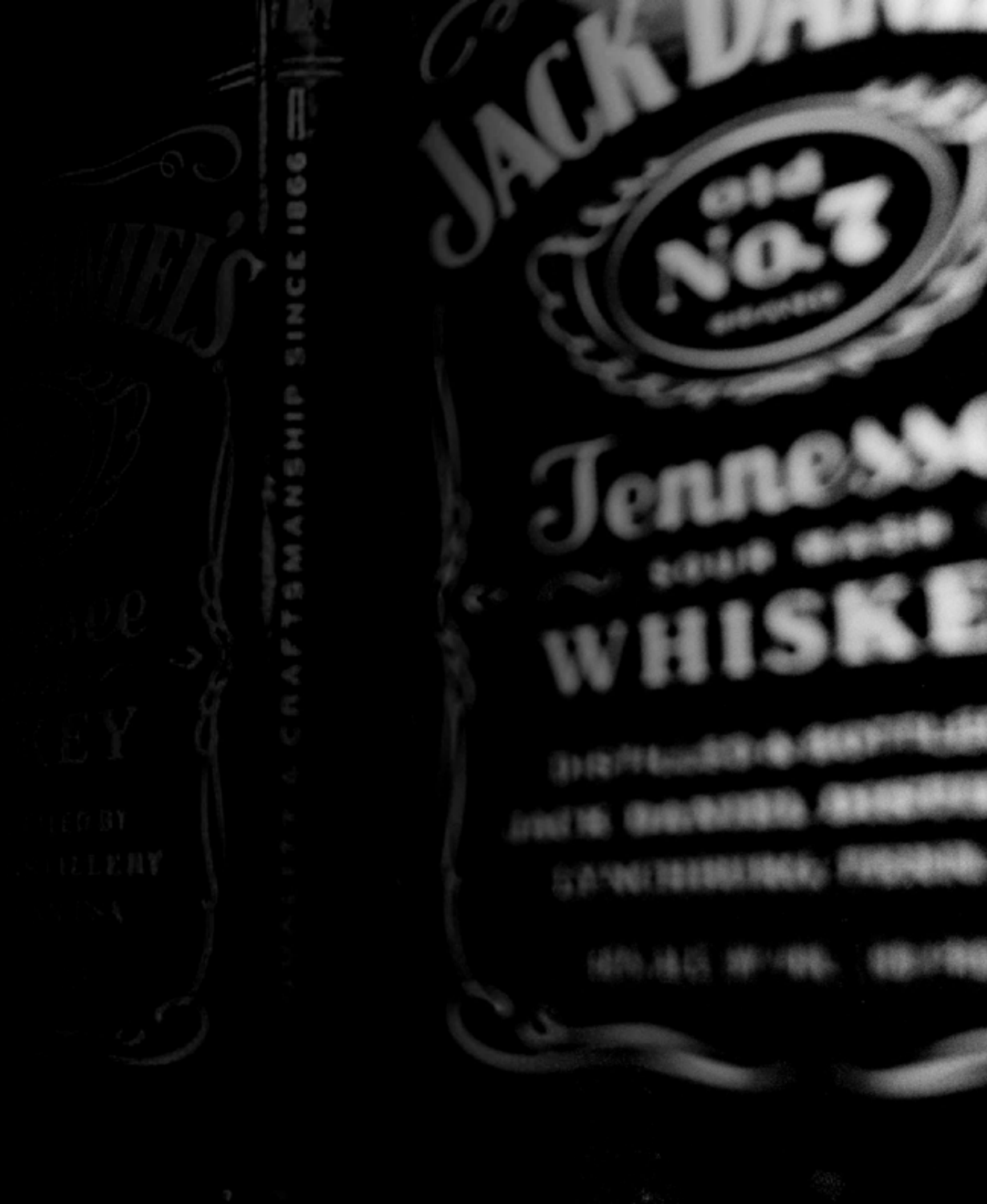
" Marketing strategies reported in Mintel... the last five years suggest a reposition of the brand to appeal to a younger audience."

- Sports Sponsorship
- Music related events
- Hope to attract a 24-35 male/female audience

(Fabbi, Matthew, Jack Daniels Brand Activity 2011)



PRIMARY
LOGO



PRIMARY LOGO



LOGO W/ CARTOUCHE
1964



LOGO W/ FILIGREE



STRAIGHT LOGO



PRIMARY LOGO



Jug c. 1890

Glass Bottle c. 1895

Amber Glass c. 1905

Pre Prohibition

Round c. 1947

c. 1964

Current

2011

SECONDARY
IMAGERY



SECONDARY IMAGERY



SECONDARY IMAGERY



SECONDARY IMAGERY



**BRAND
ARCHITECTURE**



BRAND ARCHITECTURE



1. JACK DANIEL'S TENNESSEE WHISKEY

2. JACK DANIEL'S SINGLE BARREL

3. GENTLEMAN JACK

4. JACK DANIEL'S TENNESSEE HONEY

5. JACK DANIEL'S TENNESSEE FIRE

6. JACK DANIEL'S SINATRA SELECT

7. JACK DANIEL'S NO. 27 GOLD

8. JACK DANIEL'S WINTER JACK CIDER

9. JACK DANIEL'S COUNTRY COCKTAILS

10. JACK DANIEL'S READY TO DRINKS

(<https://www.brown-forman.com/brands/jack-daniels/>)

**BRAND
GUIDELINES**



BRAND GUIDELINES

LOGO W/ CARTOUCHE



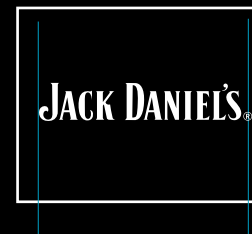
- Clear space requirements : the width of the letter 'D'.
- Minimum size : 1 in W

LOGO W/ FILIGREE



- Clear space requirements : the width of the letter 'D'.
- Minimum size : 1 in W

STRAIGHT LOGO



- Clear space requirements : the width of the letter 'D'.
- Minimum size : 1.5 in W



BRAND GUIDELINES

Headline and Responsibility Statement >
Trade Gothic Bold Condensed No.20

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Body Copy Text, Trademark Legend and Web Address >
Trade Gothic Condensed No.18

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

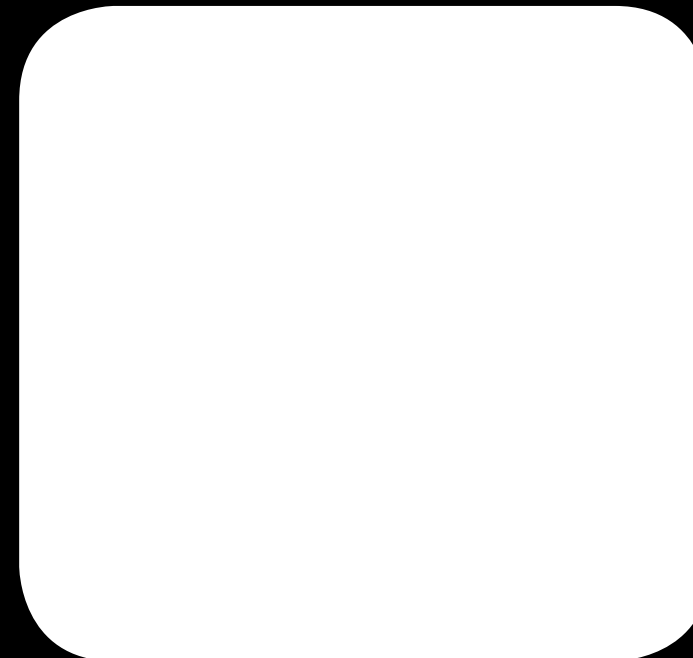
Brand History >
Fairplex Narrow Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

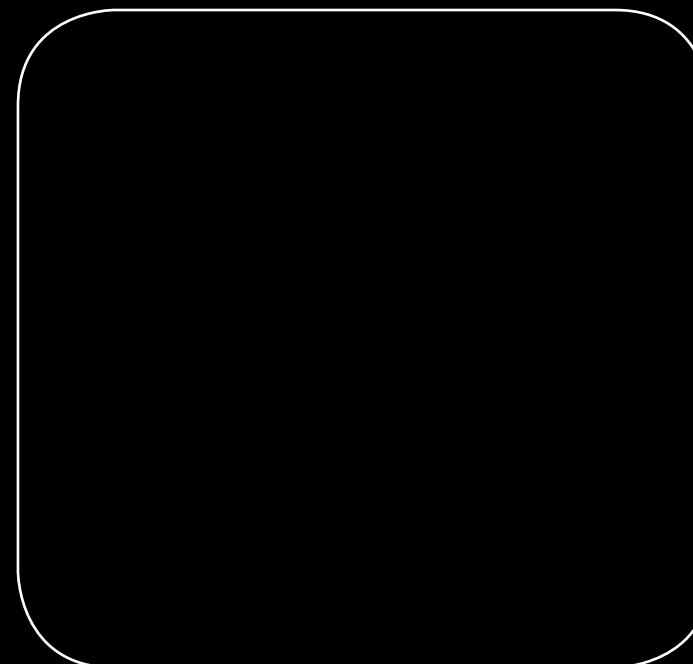
Trade Gothic Bold Condensed No.20
is the brand typeface used for headline and responsibility text only. It is used on all packaging and associated collateral materials. Headlines use all caps, title case is used for the responsibility statement
Min : 5.5 point type / 6.5 point leading / 0 tracking

Trade Gothic Condensed No.18
is the brand typeface for all other text and is to be used on all packaging and associated collateral materials for best readability
Min : 6.0 point type / 7.0 point leading / 10 tracking

Fairplex Narrow Bold
is the typeface used for the brand history which must appear on all packaging. Sentence case is used and the leading is always 1 point more than the typeface.
Min : 6.0 point type / 6.0 point leading / -5 tracking



WHITE
- PMS white (knockout)
- CMYK process
C-0, M-0, Y-0, K-0
- RGB 255 | 255 | 255
- Hex ffffff



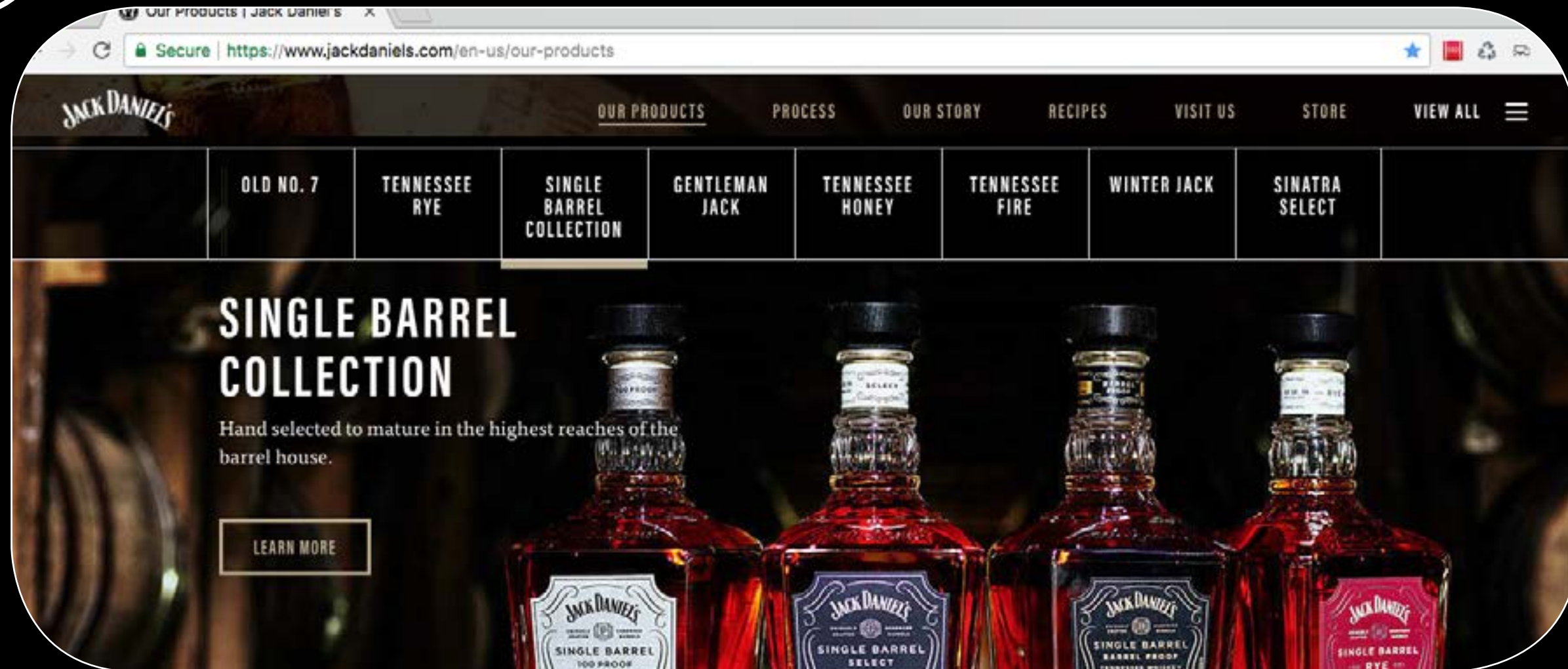
BLACK
- PMS process black
- CMYK process
C-60, M-60, Y-60, K-100
- RGB 0 | 0 | 0
-Hex 000000



BRANDING
EXAMPLES



BRANDING EXAMPLES



BRANDING EXAMPLES

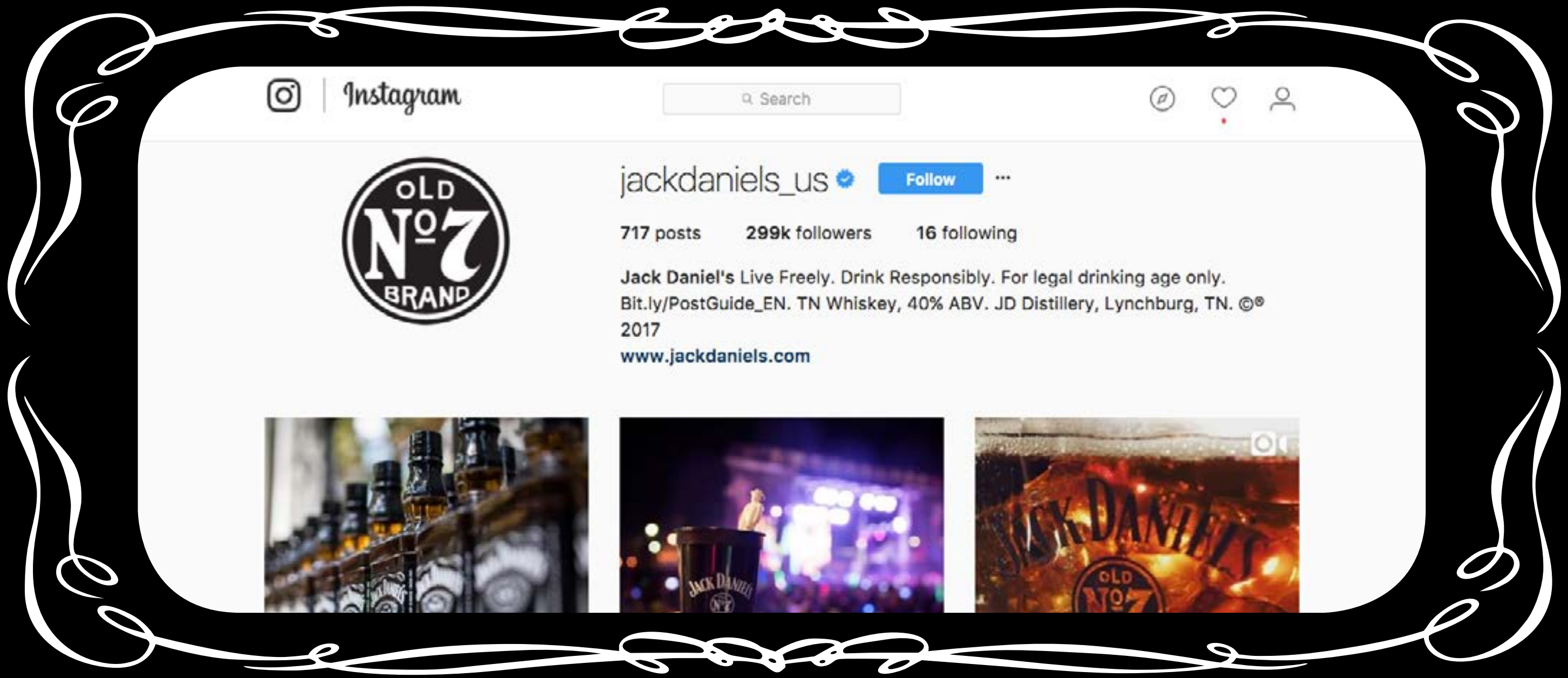


GREY LABEL T-SHIRT

Printed with the Jack Daniel's label logo.

[SHOP NOW](#)

BRANDING EXAMPLES



BRANDING EXAMPLES



BRANDING EXAMPLES



ADVERTISING
CAMPAIGNS



THE
KEY
BOTTLED BY
THE
DISTILLERS

QUALITY & CRAFTSMANSHIP SINCE 1866

ADVERTISING CAMPAIGNS



"OUR TOWN"
COMMERCIAL
1990

ADVERTISING CAMPAIGNS



"MAYBE"
COMMERCIAL
1990