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# CASE STUDY

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JOHNNIE WALKER

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### ISSUE

Consumer responsibility is fundamental to Diageo's long-term viability. As Johnnie Walker entered into agreement with Vodafone McLaren Mercedes and Formula 1, a primary role needed to be established using this platform to drive its social responsibility agenda on a global scale.

### IDEA

JMI, in partnership with Johnnie Walker's Global Brand Team and partner brand agency, created the 'Join the Pact' campaign, asking consumers worldwide to join the McLaren drivers and Johnnie Walker's Responsible Drinking Ambassador, Mika Häkkinen, in signing the pact to never drink and drive.

### IMPLEMENTATION

JMI worked with Diageo, its brand agency and McLaren to create and leverage a toolkit of assets that markets could use worldwide. From a global website, and exclusive 'viral' films, to experiential assets that could be used in market.

### IMPACT

Since the start of the campaign in 2008, over 800,000 people have signed the pact worldwide and a global audience of over 225 million people have interacted with the campaign, generating over \$30 Million of media value and more than 25 key government officials and ministries have engaged with the program.



**Social responsibility messaging is one of the core brand values of Johnnie Walker. JMI has been instrumental in creating effective and efficient communications programs tied to our participation with Vodafone McLaren Mercedes and Formula 1.**

**Gary Carey**

*Global Category Director,  
Sponsorship, PR & Events  
Head of Procurement,  
South East Europe -  
Diageo*



## PROPERTY

- Vodafone McLaren Mercedes
- Mika Häkkinen
- Join the Pact Supercar

## MARKET ENGAGEMENT

- Managing market engagement with the Join the Pact program
- Consultancy, engagement and approval of markets plans

## EVENTS

- Supercar passenger rides
- Press conferences

## DIGITAL MEDIA

- Creation of viral film content
- Development of digital platform in partnership with brand agency

## COMMUNICATIONS

- Formal press release
- Social media consumer engagement

## TRADE

- On/Off Premise Execution
- Raising awareness of Responsible drinking among target consumers

