

# *“Late Nights, Loud Beats”*

Boomers had Max's Kansas City. GenX had CBGB. What will Millennials remember as the place where it all went down?

# Overview

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## The story...

From rock to punk to glam metal, Jack Daniel's has always been an essential part of the show. To enhance brand awareness among *The Washington Post's* Millennial readers, WP BrandStudio will create custom content that explores an area of common passion: today's newest music and the places it's coming from.

Organically integrating the Jack Daniel's brand, we'll leverage the Post's investigative lens to map the country's most vibrant music scenes. We'll search out specific venues with compelling stories—and bring to life those which could someday be remembered by Millennials as places where musical history was made.

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off; all content is contingent on permissions and legal clearance.

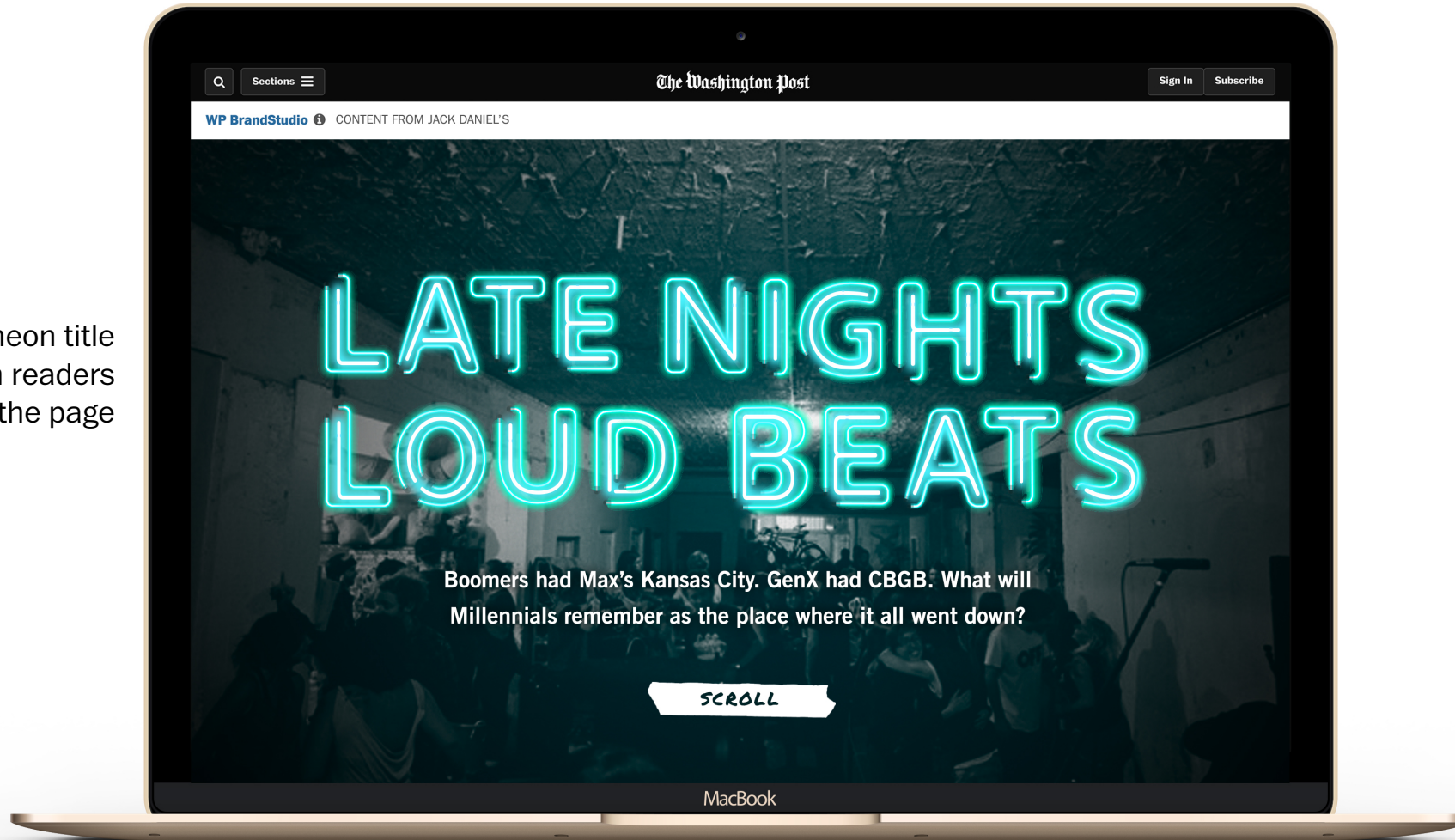
## ...and how we'll tell it

Inspired by highly successful *Washington Post* [editorial](#) and [custom](#) executions, we'll take a virtual road trip through America's hottest cultural scenes. We'll identify the underground clubs where musical innovation is being born and create an immersive, non-linear experience that gives readers the sense of being there live.

- Experience includes multimedia elements such as video vignettes, still photography, audio clips, 360° images and animated graphics
- We'll include multiple viewpoints and perspectives, going backstage with the performers, seeing how the owners create a sense of community and enjoying the late night and loud beats with the local crowd
- Jack Daniel's brand will be organically integrated through visuals and copy

# Mock of Program Entry Point

Animated neon title  
illuminates when readers  
arrive on the page

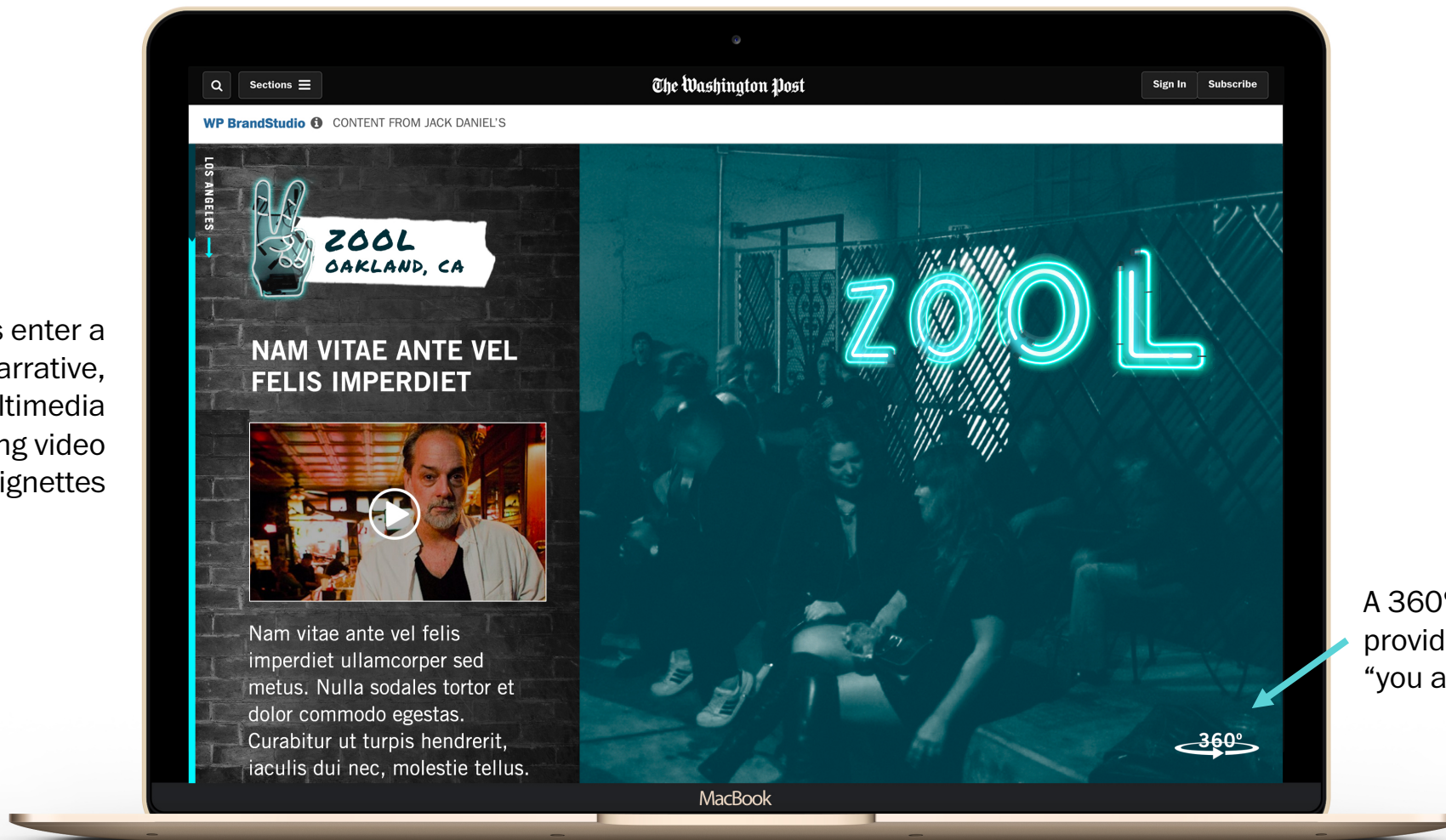


Mocks are for illustrative purposes only



# Mock of Immersive Experience

Upon scroll, readers enter a text-based narrative, enhanced with multimedia elements including video vignettes



A 360° image of the venue provides an opportunity for “you are there” exploration