

*Johnny*  
**BOOTLEGGER**  
**DIGITAL STRATEGY**



Johnny  
BOOTLEGGER

# JBL COMPETITOR LANDSCAPE



Mike's Hard Lemonade



Twisted Tea



# THE ADVENTUROUS RFBFI



**53%**  
agree price drives their  
alcoholic drink choices.



## GIMME THAT HIGH ABV

Get the 12% bang for your buck. Our idea needs to show off JBL lovers' abilities to pack it on.

## double time

RTD drinkers are 2x more likely to purchase from off-premise retailers for at-home consumption, compared to purchase on-premise for drinking on-location.



## LET'S HANGOUT

We'll glamorously depict these events where consumers choose to drink RTD beverages, including cookouts and BBQs, casual nights with friends, relaxing at home alone, and family gatherings.

**23%**  
cite RTD beverages are "not for someone like me" and 3% go as far as to say they avoid them because of fear of judgement from others.



## LIVE LIFE THE WAY YOU WANT TO

Let's demonstrate we don't settle for the status quo and instead go after what we want.

IF YOU DON'T LIKE  
THE SYSTEM, CHANGE  
IT.

GAME IT.



**That's what Johny did when Prohibition laws  
were passed. He smuggled booze into the  
country and created the notion of  
speakeasies.**

**That's how he busted out of Alcatraz using  
only a toenail clipper and a spool of twine.**

**And that's how he won all the cash at cards.**

**BUT NOW,  
THE GAME  
HAS  
CHANGED.**



While we're well out of  
prohibition days (thank you,  
Jesus) bootleggers are still alive  
and well.

THE SECRET  
CODE

# THEN      NOW



SPEAKEASIES

# THEN      NOW



LIGHTING

# THEN NOW



REBELLION

# THEN NOW



COCKTAILS

# THEN NOW



# THEN: Vintage, Classic, and



# NOW: Flashy, Seductive, Risky, and Indulgent





**Johny is like the King of Hearts and  
we're his royal fans. Us Bootleggers, we  
don't accept the cards life has dealt us.**

**We make own rules. We decide when  
the night is over. And we're not afraid  
to show off our skills when the occasion  
arises.**

**Now we're passing the bottle to you.  
What's the next move?**

TAKE YOUR  
BEST SHOT.



# OUR CONSUMER TOUCHPOINTS

**SOCIAL**  
(Facebook, Instagram,  
and GIPHY)

**BRAND  
AMBASSADORS**

**PARTNERSHIPS**

**OLV**  
(YouTube and CTV)



# PAID SOCIAL MEDIA

## FACEBOOK + INSTAGRAM

Johny is a legend and each flavor is an ode to a time in his life. Let's build out modern-day stories behind how they came to be. We'll generate awareness and educate consumers on the products using a mix of stills, video, cinemagraphs, stop motion, and more. For example:

### **Sing Sing Sour Grape**

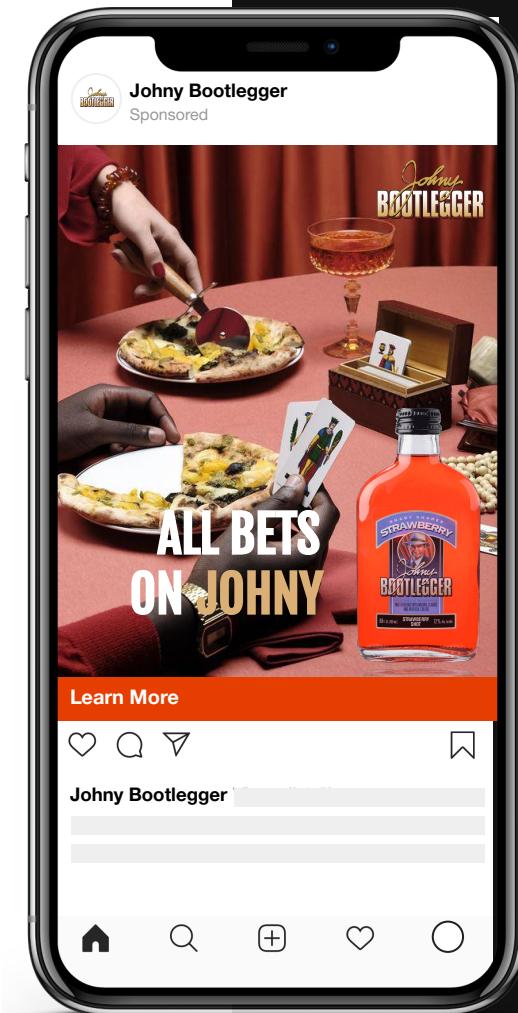
How Johny (almost) didn't get caught for bribing the security guards to get backstage at his favorite concert

### **Juice Joint Watermelon**

How Johny's epic jungle juice recipe came to be—now Bootleggers #1 choice for pre-games.

### **Shady Shades Strawberry**

How Johny's shady behavior landed his ass on the sidewalk outside the corner bar



# ORGANIC SOCIAL MEDIA

## FEED POSTS

Design quotes and “Would You Rather” questions to stir community engagement. We’ll repurpose campaign content using a mix of stills, cinemagraphs, motion graphics, and video assets.

## INFOGRAPHICS

Make step-by-step humorous illustrations of:

- How to count cards
- How to escape your 9-5
- How to do the secret handshake
- How to cheat at “Johny ScissorHands”

## STORIES

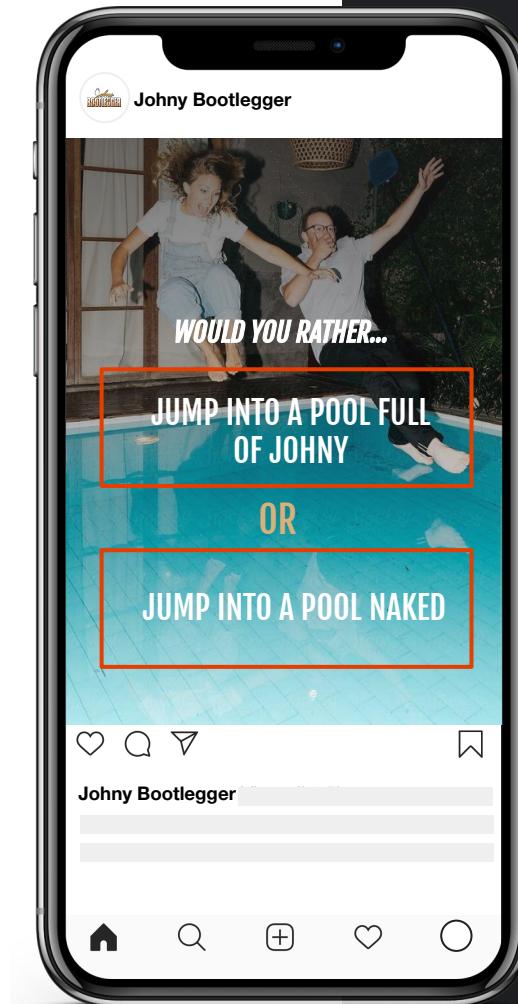
Consumers can tap their way through stories or use polls to choose their own adventures, play “Never Have I Ever”, or get a dare/double dare to complete.

## UGC

When’s the last time you saw Johny? Let’s ask consumers to share their crazy times and we’ll feature our top picks.

## GIPHY

Create stickers to be used in moderation. For example, if someone comments about how fast they can chug Johny, there’s “We triple Johny dare you”. If someone says their favorite flavor, we reply with “We’d put on money on it!”



**how to get  
out of work  
to work out**

- 1 Set screen saver to “Start after: Never”
- 2 Leave music playing at medium volume
- 3 Place half bottle of H2o on desk with cap off
- 4 Head to bathroom like you need to pee
- 5 Quickly divert direction to nearest exit



**IDGAF**



# ONLINE VIDEO

## YOUTUBE AND CONNECTED TV

For OLV including YouTube and CTV (Roku, Sling, etc.), we'll turn the tables all around with modern speakeasy entrances that reveal Johny as they spin open.

The voiceover will be a rallying cry for Bootleggers. A call to those who don't pass on life, but instead prefer to go all in. Spin the dice, spin open the speakeasy, and spin off the cap to Johny. Cheers!



# BOOTLEgger BENEFITS

## PARTNERSHIPS

Team up with Escape Rooms and Murder Mystery In-A-Box to create Johny-branded experiences.

## WEBSITE CONTENT

Share ideas on how to plan an exclusive party, game night, or tailgate featuring Johny-ified drinking games like Spin the Bottle, Drink or Dare, and Asshole.

## BRAND AMBASSADOR PROGRAM

Develop a program in which loyal consumers submit how they embrace the “Bootlegger Lifestyle.” Once Brand Ambassadors are identified, invite them to exclusive tastings, supply them with new flavors (before available at market), and arm them with tons of swag to give to their crew—all designed to encourage social media content opportunities, including an IG highlights specifically for them.

## SECRET SPEAKEASY

Host an exclusive virtual event where attendees must gain entry to the online party with a secret password. Leading up to the event, we'll enlist relevant influencers to provide clues on the location and time and ultimately share the password. Upon entry, let's give away cool swag as a reward.

