

Jack Daniel's to debut digital photo kiosk at Japanese music events

In conjunction with The Sound Campaign, who manages Jack Daniel's music activities in Australia and throughout Asia, The Creative Shop has designed and developed another unique digital brand activation device for the music festival environment, this time for Brown-Forman Japan.

Working with Jack Daniel's brand positioning, The Creative Shop (TCS) has created a bespoke interactive, digital photo unit known as a "High-Life Kiosk", wherein consumers are able to selectively place themselves into the background of three premium Jack Daniel's experiences, and take digital portraits of themselves. From being a VIP customer in a Jack Daniel's bar, to being featured as a celebrity bill poster, all the way through to seeing their faces among bright lights as a rock 'n roll star, consumers are able to take fun images of themselves directly from the kiosk, then upload and share with friends via Facebook.

"We are really excited to be working with The Sound Campaign and Brown-Forman Japan and with a strong brand such as Jack Daniel's. This is definitely a unique experience, combining the worlds of offline with online through an integrated touch-point. We are confident that Jack Daniel's has set the tone for innovation in the music festival environment in Japan, with many brands set to follow".

*David Wommelsdorff
Director – Business Development / The Creative Shop*

The Jack Daniel's High-Life Kiosk will be featured at a series of music events throughout Japan, including but not limited to; Rock-In Japan, Rising Sun and Summersonic 2012. ****Images below****



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