



JOHNNIE WALKER®

KEEP WALKING AMERICA

TEASER TOUR

JULY 18, 2016

©©© JACK MORTON



WHERE WE STARTED

TEASING "ACT ONE"





WHERE WE STARTED

TEASING "ACT ONE"

WHERE WE ARE TODAY

HISPANIC HERITAGE MONTH & BEYOND





THE ASK

Create a broad cultural conversation



Build a physical experience with the digital capability to drive reach



Credible to neighborhood we are activating in (ex: Dominican, Mexican, Cuban)



Create a meaningful relationship with Hispanics



100x millions of impressions in earned media



Charitable angle/giving back



Keep Walking focus/progress focused



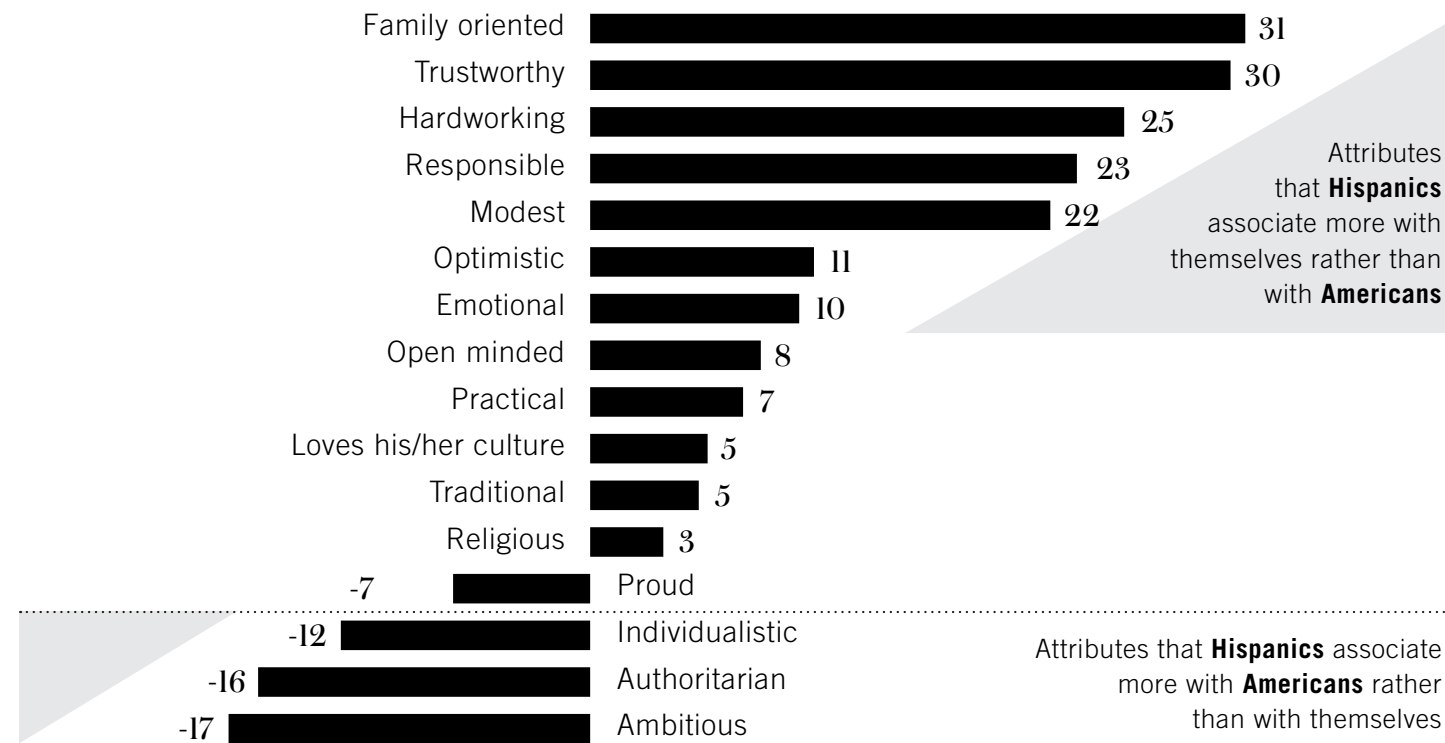
5 market activations





HISPANIC PERCEPTION OF THEMSELVES

PERCEIVED DIFFERENCE OF HISPANICS (SELF) VERSUS TYPICAL AMERICAN
– DIFFERENCE OF TOP 2 BOX, MARCH 2014



"If someone were to write a story about you, how much do you agree or disagree that the following words or phrases would be used to describe you?" (7-point scale)

"If you were writing a story about a 'typical' American, how much do you agree or disagree that you would use the following words or phrases to describe him/her?" (7-point scale)

Base: 1,002 Hispanic internet users aged 18+

Source: Mintel





STRATEGIC INSIGHTS

Personal history is the main motivation for many to keep progressing, and that their efforts will be good not only for them, but also for their families and generations to come.

INSIGHT

Bringing the best of being American, balanced by traditional Hispanic Values creates a contemporary meaning to personal “progress”. One that is generous, holistic, and driven by the want for everyone to succeed.

STRATEGY

We amplify meaningful Hispanic moments and celebrate them with the ultimate icon of personal progress.





CREATIVE CONCEPT



CREATIVE APPROACH

Hispanic America is the largest minority ethnic population in this country.

BUT WHERE IS ITS VOICE?

Although nearly one in five Americans identifies as Hispanic, their stories — of inspiration, determination, ambition and aspiration — are vastly unheard, and grievously underrepresented in not only our contemporary cultural conversation, but also the narrative arc of the American experience.

WE WILL HELP CHANGE THAT.

And we'll do it during a time when Hispanic Americans are most tuned into conversations about their culture: Hispanic Heritage Month.





INTRODUCING

VOCES DE AMÉRICA

#VOCESDEAMERICA





THE IDEA

JOHNNIE WALKER WILL SEEK, FIND, AND SHARE
THE AUTHENTIC VOICES OF MILLENNIAL HISPANIC AMERICA.

We'll ask people to tell us what inspires them. We'll share their stories broadly. And we'll archive them as a permanent record of the contemporary Hispanic-American experience.

We'll illuminate what gives them optimism. What this country means to them. And what a better future — progress, in a word — looks like through their hopeful eyes.

In the process, we'll inspire a broader cultural conversation about what it means to be an American of Hispanic heritage, and how Hispanic culture makes America a richer, stronger, more forward-looking place.





WHAT INSPIRES YOU TO KEEP WALKING?





ELEVATOR SERVICE AVAILABLE

WHAT I NEED NOW

pt

PROUDLY NEW YORK SINCE 1960

WOMEN HAVE RIGHTS

CHASE ATM







WHAT WE'LL DO

Johnnie Walker will create a uniquely inspiring interactive experience that coincides with Hispanic Heritage Month events in New York, Los Angeles, Houston, Miami and Chicago.

At the heart of the experience will be the opportunity for millennial Hispanic-Americans to document their unique personal perspectives on what progress in America means to them, and to listen to the inspiring, authentic stories of others.





THE EXPERIENCE





VOCES DE AMÉRICA

Johnnie Walker

JOHNNIE WALKER





Johnnie Walker

ON AIR



Johnnie Walker





MAXIMIZING REACH





PARTNERSHIPS



Audible is the world’s largest producer and seller of audiobooks and spoken-word content, with over 200,000 available titles. The company was acquired by Amazon in 2008.

We propose partnering with Audible to publish an annual version of Voces de América, and leveraging Audible’s global distribution and social footprint to gain greater awareness of this program. As an expert content producer, Audible could additionally help with:

DESIGN OF OUR AIRSTREAM BOOTH



DIGITIZATION OF CONTENT



EDITING AND NARRATION TALENT



SOCIAL AND PROMOTIONAL EFFORTS



Canon is one of the world’s largest manufacturers of professional digital video cameras, still cameras and lenses. We propose partnering with Canon to provide material and promotional support of our Voces de América program. Canon could additionally help with:

DIGITIZATION OF VIDEO CONTENT



SOCIAL AND PROMOTIONAL EFFORTS



ON & OFF-SITE STILL PHOTO CAPTURES





SPREADING THE WORD

We'll leverage every layer, from consumers interacting with our experience on the ground to local influencers and national talent, to ensure our content creates long lasting buzz!





ONSITE HANDOUT

Invites attendees to engage with #vocesdeamerica on social channels





VOCES DE AMÉRICA

#VOCESDEAMERICA



TM

In partnership with:



VOCES DE AMÉRICA



NYC ♦ LA ♦ CHICAGO ♦ HOUSTON ♦ MIAMI

DURING HISPANIC HERITAGE MONTH, JOHNNIE WALKER is traveling across America, gathering the personal stories of Hispanic-Americans — their inspiration and aspirations. We're sharing these stories with people everywhere, and archiving them in the Library of Congress. **YOUR VOICE MATTERS.** So, even if you haven't shared your story with us today, please join us on social media. And let's keep this important conversation going.


#VOCESDEAMERICA





SAMPLE NEW YORK ATTENDEE SOCIAL POST











Elizabeth Rodriguez
@erodrig23

Opinionated, knee slapping funny, media-indulgent, city girl working in media.

New York, NY
erodrig23.tumblr.com
Joined July 2010

Photos and videos

TWEETS 4,728 FOLLOWING 250 FOLLOWERS 160 LIKES 2 LISTS 3

Tweets Tweets & replies Media

Elizabeth Rodriguez

Just got to tell the story of mi abuela coming to USA 40 years ago! Thank you [@JohnnieWalkerUS](#). Can't wait to see the video! #vocesdeamerica

← ↻ ❤️ ⋮

Elizabeth Rodriguez @erodrig23 · Jun 25

Birthday celebrations UK edition #london #birthday #magicmike #leggo
instagram.com/p/BHFiYXZh2dvY...

← ↻ ❤️ 1 ⋮






Elizabeth Rodriguez @erodrig23 · Jun 24

Just got this in the mail. The countdown begins! #buzzin...

New to Twitter?
Sign up now to get your own personalized timeline!

[Sign up](#)

You may also like · Refresh

-  **Kristie Yeung** @ktotheyeung
-  **Jaylene Clark Owens** @JayleneClark
-  **Farida Abdul-Wahab** @FaridaAW
-  **Cornell Woodson** @nellygd
-  **Meryl Luzzi** @merylluzzi

Trends

#SuperCropsies





SAMPLE FESTIVAL SOCIAL POST

In cities where we sponsor, organizing festivals will promote our presence






NEW YORK INTERNATIONAL SALSA CONGRESS
LABOR DAY WEEKEND
 SEPTEMBER 1-5, 2016
 NEW YORK MARRIOTT MARQUEE
 TIMES SQUARE

TWEETS: 413 | FOLLOWING: 148 | FOLLOWERS: 269 | LIKES: 144

[Follow](#)

NYSalsaCongress

@NYSalsaCongress

September 1-5, 2016 in Times Square!
 The New York Salsa Congress brings the world together for a week of Latin music, dancing, performances and live bands!

New York, USA

newyorksalsacongress.com

Joined November 2015

125 Photos and videos

Tweets | Tweets & replies | Media

NYSalsaCongress @NYSalsaCongress · 37m

Today, don't miss our sponsor @JohnnieWalkerUS and #vocesdeamerica mobile recording studio, capturing your stories and sharing to the world!

← ↻ 1 ❤️ 1 ⋮

NYSalsaCongress @NYSalsaCongress · 13h

"Dancing is just a conversation between two people. Talk to me." #nysic2016 #dance

← ↻ ❤️ ⋮

New to Twitter?
 Sign up now to get your own personalized timeline!

[Sign up](#)

You may also like · Refresh

- GFranco Shoes** @gfrancoshoes
- Murciafusion Dance** @Murciafusion_
- Spica** @_boo_leo
- DC SalsaBachata Fest** @dcsbfest
- AppleDanceShoes** @cs_shoes





EARNED MEDIA

Coverage by relevant local news outlets





www.eldiario.com/2016/07/17/familia-de-eric-garner-llaman-a-reconciliacion-entre-policia-y-la-comunidad/

CLASIFICADOS EMPLEOS HORÓSCOPO EDICIÓN IMPRESA PUBLICA TU AVISO

EL DIARIO
Lunes 18 de Julio 2016

Ataque en Niza Elecciones 2016 NYPD Pokemon Go España Inmigración Diario del Misterio Premios Platino

¡Recibe el 15% de vuelta en el Evento de Cocinas IKEA!

Desde ahora hasta el domingo 14 de agosto de 2016

Mira más

¡Recibe el 15% de vuelta en el Evento de Cocinas IKEA!

Desde ahora hasta el domingo 14 de agosto de 2016

Mira más

HISPANO-AMERICANOS PRESTAN SUS VOCES PARA INICIATIVA 'VOCES DE AMÉRICA'

En la celebración del Mes de la Herencia Hispana, Johnnie Walker whisky a puesto en marcha una gira por cinco ciudades intención de recopilar, compartir y preservar las historias personales de los estadounidenses hispanos de inspiración y aspiración. El "Voces de América" proyecto visitará eventos del Mes de la Herencia Hispana en Nueva York, Los Angeles, Chicago, Houston y Miami, y cuenta con una suite de grabación de audio - video móvil hecha a la medida. Los asistentes serán invitados a sentarse para una breve entrevista en la cámara y compartir sus perspectivas sobre la experiencia hispana en Estados Unidos. "Queremos amplificar las voces no escuchadas de la América hispana." dijo David Smith, portavoz de Johnnie Walker, y añadirlos a la historia oral colectiva de nuestro país.

(Lee mas...)

Comparte Tweet Email

¡Muestra tu orgullo latino!

Sigue al Campaña de las Herencias en Facebook

Una start up para financiar a empresarios latinos

HORÓSCOPOS
POR EL NIÑO PRODIGIO

CÁNCER

Un manto de amor y placer está cubriendo tu existencia. Es un tiempo

VER MÁS >

LO MÁS VISTO

1 Médico de Michael Jackson afirma que el cantante quería casarse con una niña

2 Tren descarrilado provoca fuertes retrasos en el LIRR

Stand Up For Your Feet.

bunion.com
Know better. Feel better.

LEARN MORE





TAPPING COMMUNITY INFLUENCERS

SINCE TRUE INFLUENCE DRIVES ACTION, NOT JUST AWARENESS, WE’LL ENSURE OUR INFLUENCERS ARE THE BEST CONTEXTUAL FIT BY TAPPING HISPANIC SOCIAL INFLUENCERS IN EACH OF OUR FIVE TARGET MARKETS WHO HAVE AN EXTENSIVE SOCIAL FOLLOWING AND WHO PLAY A POSITIVE ROLE IN IGNITING PROGRESS IN THE HISPANIC COMMUNITY.



JOANNA HAUSMANN

New York, NY

17.8k

A bilingual comedian, full-time video creator, writer and producer for Univision’s bilingual digital platform “Flama”, her viral creations have garnered over 20 million views and have been featured in places like Cosmopolitan Magazine, The Huffington Post, Latina Magazine, NPR and BBC.



ANA FLORES

Los Angeles, CA

16.7k

Ana has dedicated her career to empowering Hispanic America by providing outlets for growth in the digital space, launching Latina Bloggers Connect, a boutique digital influencer marketing agency focused on creating strategic content that connects brands and social causes with Latina bloggers and creators.



MANNY RUIZ

Miami, FL

7.5k

A former Miami Herald journalist, Manny is an entrepreneur, businessman, and founder of Hispanicize, one of the most important events for Latinos in tech and digital media in the United States.



CLAUDIA ORTEGA-HOGUE

Houston, TX

1.1k

The director of Civic Engagement of the National Association of Latino Elected and Appointed Officials (NALEO), Claudia works to encourage Latinos to be active in the political process.



TERESA PUENTE

Chicago, IL

3k

An associate professor of journalism at Columbia College of Chicago, Teresa is the founder of LatinaVoices.com where she explores discusses immigration, politics and Latino culture.





Joanna Hausmann Comedy ✓
@joannahausmanncomedy

Like Message

Home About Photos Likes More ▾

Comedian

Search for posts on this Page

71,577 people like this
Daniela Cadena Holmes and 6 other friends

Invite friends to like this Page

ABOUT >

Comedian. Writer. Director. Video creator for Flama. Your weird Venezuelan friend.

<https://twitter.com/joannahausmann>

<https://instagram.com/johaus/>

<http://www.joannahausmann.com/>


PHOTOS >

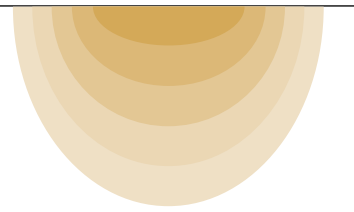
Status Photo / Video

Write something on this Page...

Joanna Hausmann Comedy
March 5 · 🌐

So, you want to have your strong Hispanic voices heard, beautiful people? Here's your chance: If you're going to the NY Int'l Salsa Dance & Music Festival this weekend (and I know you are), dance by the Johnnie Walker "Voces de América" experience! They want to hear your story #vocesdeamerica. So raise your voice and raise a glass! I'll see you there!



LEADING WITH TALENT

TO RALLY NATIONAL EXCITEMENT, LET'S LEVERAGE A HISPANIC A-LIST CELEBRITY TO LEAD THE CAMPAIGN CHARGE. THEY'LL TRAVEL ON TOUR WITH THE EXPERIENCE, ACTING AS A SPOKESPERSON FOR THE BRAND AS WELL AS A FACE OF LATIN PROGRESS AND ACTIVISM IN AMERICA.



OUR RECOMMENDATION
WILMER VALDERRAMA
ACTOR
\$\$



WILLIAM LEVY
ACTOR
\$\$\$



LIN-MANUEL MIRANDA
PLAYWRIGHT AND WRITER
OF HAMILTON.
\$\$\$\$



DIEGO LUNA
ACTOR
\$\$\$\$

\$\$ — \$75K+
\$\$\$ — \$150K+
\$\$\$\$ — \$300K+





Wilmer Valderrama ✓
@WilmerValderrama

Like Share ...

Home About Photos Likes More ▾

Actor/Director

Search for posts on this Page

593,448 people like this

Invite friends to like this Page

ABOUT >

304 16

A home for my supporters!

Ask for Wilmer Valderrama's website

PHOTOS >

Status Photo / Video

Write something on this Page...

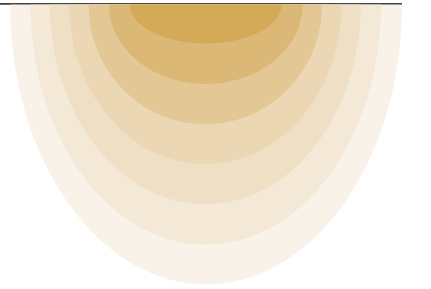
Wilmer Valderrama
June 24 at 11:38am · 🌐

Really excited and proud to be working with Johnnie Walker as they kick off the Voces de América tour for Hispanic Heritage Month in NYC. Stop by and say hello to @JoannaHausmann, get a chance to share your story with the world, and follow @JohnnieWalkerUS on your favorite social channels to keep with the tour.

183K Views

Like Comment Share



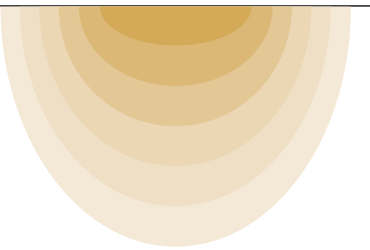


EARNED NATIONAL MEDIA

Coverage by relevant national news outlets







PAID NATIONAL MEDIA





BIG GOVERNMENT **BIG JOURNALISM** **BIG HOLLYWOOD** **NATIONAL SECURITY** **TECH** **VIDEO** **SPORTS** **THE WIRES** **2016 : THE RACE**

BREITBART LONDON BREITBART JERUSALEM BREITBART TEXAS BREITBART CALIFORNIA LOCAL MEETUPS

SEARCH

LOGIN REGISTER

GLOBALIST OBAMA: TERRORISTS, RACIST COPS ARE 'CHRONIC IMPULSES' TO BE DEFEATED BY GLOBAL ELITES

Globalist elite cooperation can defeat the "chronic violence" that is caused by real jihadism in France and supposed racism in police forces, President Barack Obama told a roomful of foreign ambassadors July 15.

by NEIL MUNRO 2,899

... NO CONTRADICTION BETWEEN HONORING POLICE AND RECOGNIZING THE RACIAL DISPARITIES'

by IAN HANCHETT 328

TRUMP ON PENCE AS VP: WE ARE THE LAW AND ORDER CANDIDATES'

by ALEX SWOYER 827

DETECTIVE: FORGET GUN CONTROL; FOCUS ON CRIMINAL CONTROL

by AWR HAWKINS 283

DONALD TRUMP IS LAST CHANCE TO SAVE AMERICA

by TOM TANCIBEDO 797

GRAPHIC: FRANCE 'SUPPRESSED NEWS' OF GRUESOME ISLAMIC STATE TORTURE, CASTRATION IN PARIS

by LIAM DEACON 2,171

JUDGE: INSTANT JAIL TERM IF YOU CRITICISE MIGRANTS AGAIN

by VIRGINIA HALE 2,025

TRENDING NOW

NICE TERROR ATTACK CUT SHORT BY CIVILIAN WHO JUMPED INTO TRUCK 528

ONE YEAR LATER: IS THE WORLD SAFER WITH THE IRAN NUCLEAR

MAN DEAD AFTER OPENING FIRE ON FOUR BALTIMORE OFFICERS 612

INTERVIEW: BRYAN CRANSTON TALKS TO BREITBART NEWS 226

BREITBART CONNECT

SIGN UP FOR OUR NEWSLETTER

email address SUBMIT

VOCES DE AMÉRICA

#VOCESDEAMERICA

JOHANNA WALLACE

report this ad

advertisement

BREITBART VIDEO PICKS

Inside Last-Minute Preparations for GOP Convention

Bloomberg

MORE VIDEOS:

It was 40 years ago, and the world was still in the shadow of the Vietnam War. The world was still in the shadow of the Vietnam War.

The world was still in the shadow of the Vietnam War. The world was still in the shadow of the Vietnam War.

The world was still in the shadow of the Vietnam War. The world was still in the shadow of the Vietnam War.

© 2016 Jack Morton Worldwide. All rights reserved.



FOX NEWS FOX BUSINESS FOX NEWS *live* FOX NEWS GO FOX NEWS RADIO FOX + NATION FOX NEWS INSIDER LOGIN

FOX NEWS [Search] [Facebook] [Twitter] [Google+]

Home Video Politics U.S. Opinion Entertainment Tech Science Health Travel Lifestyle World Sports On Air




New York, NY 85°
Detailed Forecast



POWER STRUGGLE: Turkey demands US hand over Pennsylvania-based cleric blamed for failed military coup

- ERDOGAN REASSERTS CONTROL: Military coup in Turkey called a failure as thousands arrested
- RALPH PETERS: Turkey's last hope dies | VIDEO: Obama administration to blame for coup attempt in Turkey?
- VIDEO: James Woolsey on fallout from 'clumsy' coup in Turkey
- VIDEO: Unclear who's in power in Turkey after coup attempt
- VIDEO: Importance of coup in Turkey can't be overemphasized, Gorka says
- VIDEO: Instability in Turkey ignites military unrest | EXILE IN US TO BLAME? Cleric in US blamed for coup attempt
- REPORTER'S NOTEBOOK: Terror attack in Nice horrible reminder of threat



'MY FIRST CHOICE'
Trump, Pence train focus on defeating Clinton

- FOX NEWS REPORTING: Bret Baier anchors 'Takeover — The Trump Convention' tonight at 8 p.m. ET on Fox News Channel
- VIDEO: Trump makes official VP selection announcement



'HONOR KILLING' EYED
Cops: Internet celebrity in Pakistan killed by brother

- UNTOLD TERROR HORROR: French lawmakers told Bataclan terrorists tortured, disemboweled victims
- VIDEO: Former Islamic extremist tells Islamist apologizers to stop



ATTACKER 'RADICALIZED'
ISIS 'soldier' in Nice attack changed 'very quickly'

- MISSING AFTER ATTACK: Cal-Berkeley says student in Nice unaccounted for
- OPINION: Why France is Ground Zero in the war on terror
- WARNING, GRAPHIC VIDEO:

WATCH NOW



Soldiers involved in coup attempt surrender in Turkey



Huckabee: Coup in Turkey highlights problems with NATO



Mike Pence explains why he is running with Donald Trump



Dr. Ben Carson: Pence fills in a lot of the gaps for Trump



Former Islamic extremist tells Islamist apologizers to stop



Security forces reportedly fire on demonstrators in Istanbul





MSNBC 20 YEARS My news feed Sign in

Explore Watch Join In Speak Out

Latest Decision 2016 @ NBC News France Hillary Clinton Election confessions Donald Trump Gun Violence 20 Years of MSNBC

IT BATE OFF

Top Stories from NBC News and MSNBC

- 1 Pence 'grateful' to jump aboard the Trump Train
- 2 Turkey's leader declares coup over; dozens killed
- 3 Fact-checking the first Trump-Pence appearance
- 4 Five detained over Nice truck attack
- 5 Trump's VP rollout another sign of dysfunction
- 6 How will Turkey move forward? Watch
- 7 Who is U.S.-based cleric blamed in coup attempt?
- 8 RNC planners ask billionaire to fill funding gap
- 9 Stunning images from coup attempt in Turkey
- 10 Op-ed: Why TPP must be defeated

1 OF 10

NBC News

Pence 'grateful' to jump aboard the Trump Train

New York

By Ali Vitali

IT'S OFFICIAL With Pence, Trump courts evangelicals Watch now

WEEK IN PICTURES Photos from a remarkable week See it here

UPHEAVAL IN ISTANBUL Turkish President slams coup leaders Watch here

VOCES DE AMÉRICA #VOCESDEAMERICA JOHNIE WALKER

THOMAS ROBERTS





Top stories



BREAKING NEWS

Attacker in Nice was 'radicalized very rapidly,' official says

Young lives destroyed in Nice

Video shows truck hitting crowd

Bergen: 10 things that can be done

Suspect in homeless killings arrested

Mob pelts S. Korean PM with eggs

Opinion: Ginsburg right about Trump

Clinton veepstakes: 5 to watch

Dow 20,000? Don't laugh

AIR BASE CLOSED



BREAKING NEWS

Turkey shuts off airspace for base used by U.S.

The man blamed for coup attempt | Military hadn't been seen as threat | Why it matters to U.S. | Fighter jet buzzes buildings | Opinion: Turkey has left Europe | Photos | Soldiers surrender

News and buzz

Police: Social media star strangled by brother 10 m

Men fall from cliff playing Pokémon Go

Is porn a public health crisis?

Tough time for workers over 45

Quiz: What's your VP IQ?

Beckham kisses daughter, Web flips out

Trump, Pence step out together



Pence: Pleased to run for VP

to mocked, then changed with his gut



Advertisement



Our Terms of Service and Privacy Policy Have Changed

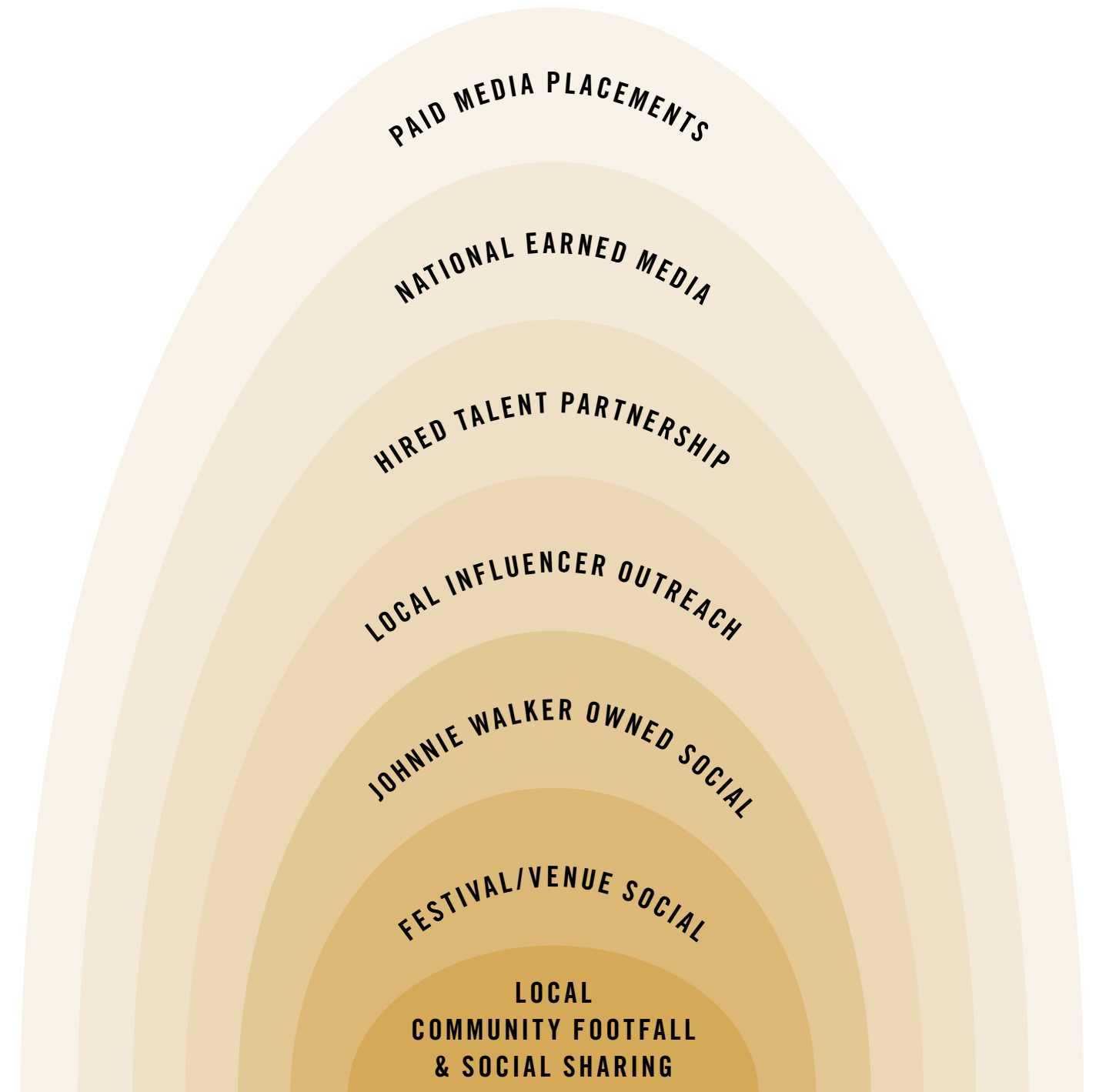
By using this site, you agree to the Privacy Policy and Terms of Service.



MAXIMIZING REACH

Based on the New York City market example, here's a taste of the potential impressions we can garner through our channels, partnerships, and opportunities for earned media.

Local community footfall & social earned reach	2.26M
Owned social channels	39M
Local influencer outreach:	17k
Talent partnership (ex. Wilmer Valderrama)	2.3M
National earned media (Latina Magazine, People en Espanol, News Around America)	3.7M
Potential impressions for NYC	47.2M
Markets	x 5
TOTAL POTENTIAL IMPRESSIONS	236.3M
Paid media	+275M
GRAND TOTAL IMPRESSIONS	511.3M





WHY IT WORKS





PROOF POINTS

ASK	DELIVERY
Create a broad cultural conversation	Content that demands attention and ignites conversation
Build a physical experience with the digital capability to drive reach	A tricked-out Airstream that combines leading tech with an American icon, and creates interest with an external interactive digital display
Credible to the neighborhoods we are activating in (ex: Dominican, Mexican, Cuban)	Content format embraces cultural differences
Create a meaningful relationship with Hispanics	Idea has a meaningful vision that illustrates our commitment to the audience
100x millions of impressions in earned media	Compelling content with smart partnerships and placements that inspire engagement
Charitable angle/giving back	Neighborhood entries into the Library of Congress as a living record
Keep Walking focus/progress focused	“What inspires you to keep walking?”
5 market activations	5 market activations





EXECUTION DETAILS



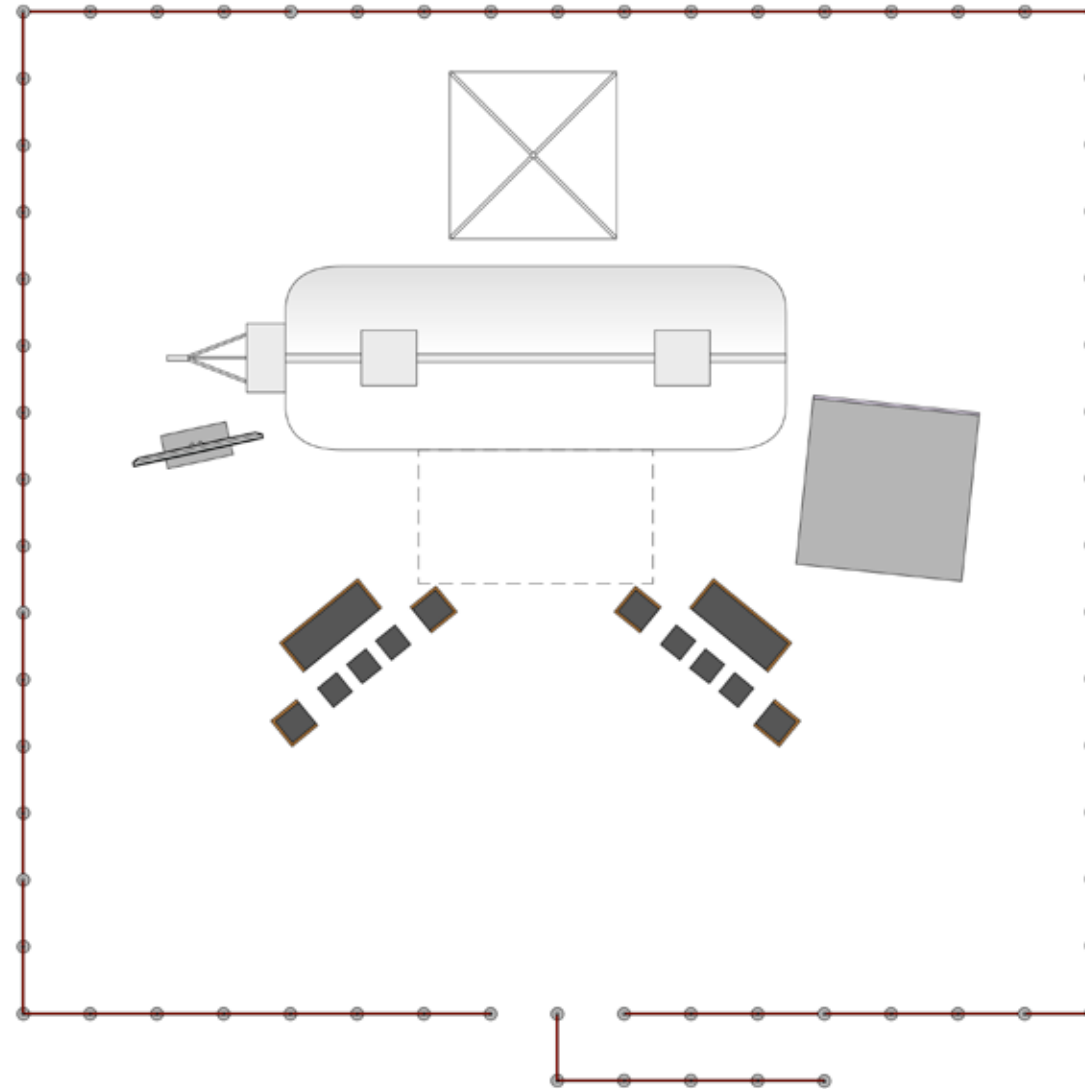


ON THE ROAD



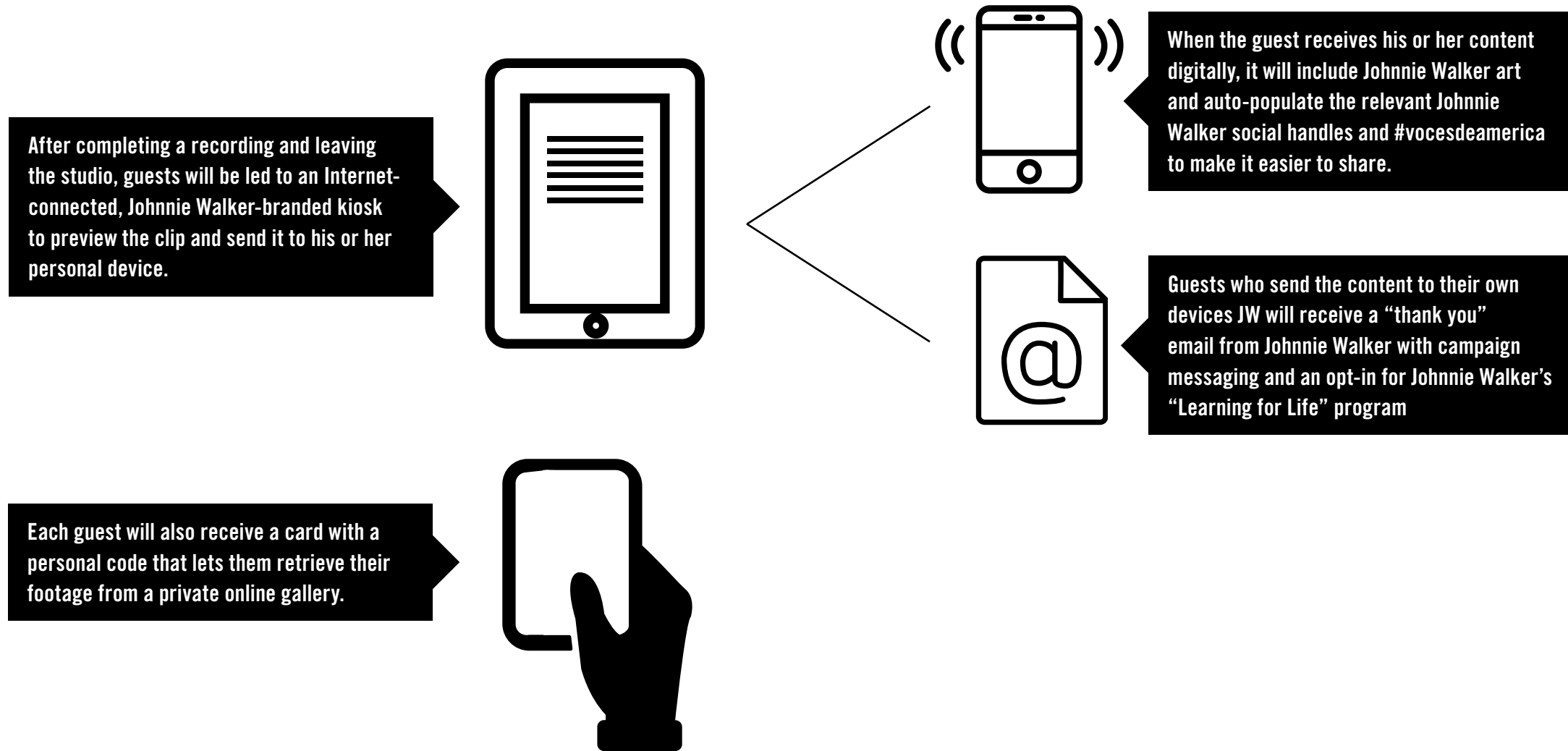


FLOORPLAN





ONSITE CONTENT USER FLOW





TOUR OVERVIEW

SEPTEMBER - OCTOBER 2016

Activation Plan

(5) Two day activations
(assumes Saturday/Sunday; 8hrs/day;
full footprint/experience)

The following considerations will be key to determining the final tour schedule:

- Other community event dates
- Number of days in each market
- Most efficient route for vehicle
- Weather





FEATURED EVENTS SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 NYC International Salsa Festival
4 NYC International Salsa Festival	5	6	7	8	9 CHICAGO Festival de la Villita	10 CHICAGO Festival de la Villita
11	12	13	14	15	16	17 HOUSTON Puerto Rican & Cuban Festival
18 HOUSTON Puerto Rican & Cuban Festival	19	20	21	22	23	24 MIAMI Latin Fest
25 MIAMI Latin Fest	26	27	28	29	30	These are our ideal events for the tour route, here you will find additional options for additional Hispanic events, local Hispanic neighborhoods or a separate option to tack onto a Hispanic artist's concert tour.





FEATURED EVENTS OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8 LOS ANGELES Feria De Los Moles
9 LOS ANGELES Feria De Los Moles	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	These are our ideal events for the tour route, here you will find additional options for additional Hispanic events, local Hispanic neighborhoods or a separate option to tack onto a Hispanic artist's concert tour.





MOBILE TOUR SCHEDULE

5 Cities. 10 Activation Days. 8,000 Miles. 39 Days on the Road.

	SEPTEMBER																														OCTOBER									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	
	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
New York																																								
Chicago																																								
Houston																																								
Miami																																								
Los Angeles																																								

- TRANSPORT
- ARRIVAL DAY / SET UP
- LIVE EVENT DAY
- ADDITIONAL LIVE DAY





KEY MILESTONES

WEEK 1-2	WEEK 3-4	WEEK 5-6	WEEK 7-13
<p>CREATIVE AND EXPERIENCE REFINEMENT</p> <ul style="list-style-type: none"> • Sign scope of work • Kick-off meeting with Johnnie Walker team • Preliminary concept, experience, design and creative feedback • Develop master production schedule • Review venues and locations • Agree and finalize budget • Confirmation of concept, design and creative • Finalize all design elements (including look & feel, environmental design, creative deliverables, etc.) • Engineering and final graphics begin • Begin technical programming and prototyping if required for digital items • Apply for all relevant permits and liquor permits 	<p>FABRICATION AND LOGISTICS</p> <ul style="list-style-type: none"> • Engage and vet onsite staffing • Start build of truck, graphics, and branded elements • Print samples and graphics match received and confirmed • Venue and location ground plans developed and finalized • Confirm all onsite staffing and BA candidates 	<p>FINAL TESTING AND EXECUTION</p> <ul style="list-style-type: none"> • Shop preview and dry run, final revisions • Final Testing • Pre con meetings • Onsite staffing, tour schedule, logistics, tasting and BAs confirmed 	<p>ON THE ROAD</p> <ul style="list-style-type: none"> • Pack up, load truck • Team on Tour (NYC, Chicago, Houston, Miami, LA)





ESTIMATED BUDGET

ITEM	DETAILS	ESTIMATED COSTS
Airstream	Pull vehicle and airstream lease for 10 activation days during 4 week rental; on the ground management	\$50,000
Fabrication and Design	Fabrication and design of interior and exterior fit out, including custom branded vinyl 3M wrap, video recording studio and tasting area	\$300,000
Video Booth Recording	Recording booth area with audio / video, touchscreen with interview prompts, social sharing tablet, and back-end gallery capture	\$50,000
Permits and Locations Fees	Cost for permits and licensing for five cities (<i>permitting cost may vary on final location and requirements</i>)	\$100,000
AV and Equipment Rental	1x Sunbright screens (5x locations) and mic/amp speaker system for band (1x location) & iPod (<i>Band equipment not included</i>)	\$50,000
Liquor Permits	Caterer engagement with liquor license, including bartenders, glassware & non-alcoholic beverages	\$80,000
Outdoor Area Allocation	Furniture, step and repeat and general signage	\$40,000
Onsite Staffing Costs	5x Brand Ambassadors, 1x local interviewer for 2x days at each location	\$40,000
Touring Expenses Allowance	Trucking (includes driver), security, local labor	\$50,000
JMW Management Costs	Creative Development & Strategy and Program Management for pre-production (7 weeks)	\$150,000
JMW Onsite Costs	Tour Management and onsite staff costs	\$40,000
Tour Staff T&E Allowance	Travel, transport, per diems, meal and expenses	\$40,000
Miscellaneous Allowance	Shipping, office supplies, admin fee, insurance	\$5,000
	Total Estimated Costs for 5 Cities	\$995,000



* See production package for details around estimated cost and additional fees (talent, sponsorship around events, etc.)



NEXT STEPS

WEEK OF 7/18

- AGENCY SELECTION
- CONTRACT REVIEW AND SIGNATURE
- KICK-OFF MEETING WITH JOHNNIE WALKER TEAM



THANK YOU

CONTACT US

Marie Kelly

+ 1.212.401.7146

Marie_Kelly@jackmorton.com

©©© JACK MORTON

