

NOVA CREATE THE PERFECT PLATFORM TO INTRODUCE OUR AUDIENCE TO JACK



NOVA

OBJECTIVES

Increase awareness of Jack Daniel's 1907 with 18-24 Year Olds and educate them on the new lighter, sweeter, easy drinking Jack Daniel's 1907.

SOLUTION

NOVA'S RED ROOM

To introduce the lighter side of Jack, Nova custom created the ultimate intimate music experience, Nova's Red Room headlined by two big alternative bands – The Rubens and The Preatures. This epic brand partnership created premium shareable content and was supported across multiple channels including Shoppanova, our social pages, on air and online.



On Air

Nova negotiated for Jack Daniel's 1907 to feature The Rubens song 'My Gun' in their commercials. These were then uniquely crafted to introduce the lighter side of Jack and drive engagement for the exclusive Jack Daniel's 1907 Red Room event.



Experiential

Nova introduced a whole new audience to the lighter side of Jack, in the only logical environment - the ultimate House Party. Nova's Red Room was hand crafted (with a ping pong room and all!) to host 400 of Jack's closest mates. They rocked up and rocked out to The Rubens and The Preatures, whilst getting themselves a little better acquainted with the new Jack.



Content

Nova captured content from Nova's Red Room event in Sydney which was showcased online and across the social channels of all the key players, Nova, Jack Daniels, The Rubens and The Preatures.

Nova also created a content series with The Rubens, revealing their lighter, sweeter side which audiences drank up on the Jack Daniel's social media channels.



RESULTS



NOVA'S RED ROOM

allowed our audience to see the lighter, sweeter side of Jack

2,964,000

people reached

OUR EXCLUSIVE CONTENT

was loved and shared by our audience



NOVA
ENTERTAINMENT