

Jack Daniel's "Postcards from Lynchburg"

Marketing Communication Analysis

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Capture

THERE'S NOT JUST WHISKEY IN THE BARREL. THERE'S ALSO BARREL IN THE WHISKEY.

A whiskey barrel is far more than a container. It's also a key ingredient, giving the liquid that matures in it all of its color and a great deal of its flavor. Funny thing is, the contribution an oak barrel makes to the whiskey inside it was a bit

of an accidental discovery. Narrow strips of wood, called staves, have to be bent to create that distinctive barrel shape. (The bulge makes the barrel easier to turn when you're rolling it, and it makes it a bit stronger too.) Oak is a hard, dense wood, so the old coopers would heat the staves to get them to flex a little, sometimes even setting them on fire. As whiskey was shipped to places farther and farther away from where it was made, folks realized that whiskey stored in barrels that had been charred on the inside looked better and tasted better too. They began asking for more "red" whiskey, and history was made.

As a barrel of Jack Daniel's matures in one of our barrelhouses, seasonal temperature extremes cause the staves to expand and contract, forcing the liquid into and out of the wood and giving it a rich amber color and complex flavors. Now, if something is going to have that big an impact on Old No. 7, we're simply not inclined to trust it to anyone else. That's why we're one of the only distilleries in America that makes all its own barrels. Always have. And every Jack Daniel's barrel can be used only once here in Lynchburg. When we're done with them, many end up with our friends in Scotland, since Scotch whiskey doesn't have to be aged in new barrels. So the next time you pour a glass of Jack Daniel's and enjoy its deep amber color and complex flavor, remember, a bottle holds whiskey. A barrel elevates it.

LYNCHBURG, TN

OLD No. 7

PLEASE DRINK RESPONSIBLY.

Jack Daniel's

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Jack Daniels launched the “Postcards from Lynchburg” campaign in the 1950’s, but now only exists in the London Underground Tube Stations. Dave Murphy, a producer for Capital FM, took a photo of the tube advertisement above, that is referenced throughout this analysis.

Type

The Postcards from Lynchburg campaign is developed for print and digital platforms. It can be found in London tube stations, on Social media platforms, blogs, and news websites.

Identification

The focal product of this communication is Jack Daniel’s Tennessee Whiskey and the distillery’s custom-made barrel.

Brand Image Summaries

Jack Daniel's positions itself as America's whiskey, "matured in new American oak barrels at America's oldest registered distillery to achieve its smooth character." Jack Daniel's is typically more expensive than other products, but strategically done so for the uniqueness of their craft. The brand offers "authentic values of the hard-working people in the small American town of the backwoods Tennessee culture" (www.arnoldwordwide.com) and focuses its communication efforts with "American authenticity" in mind.

Jack Daniel's leads as the top whiskey brand in the United States, generating 13.25% of total whiskey dollar sales. Following Jack Daniel's, Crown Royal (11.69%), Fireball (8.48%), Jim Beam (8.35%), and Jameson (5.71%) are all main competitors in the Whiskey market. ("Market share U.S. whiskey brands, 2017/18 | Statista", 2019)

Target Market

Jack Daniel's target audience is males, 34-55, with personality traits based on effort, tradition, and strong values. United States consumers of Jack Daniel's tend to like rock or country music. This communication along with the other Postcards from Lynchburg ran for four decades in American print publications. Although the brand put a stop to American printing, they kept up their tradition of train tube advertising.

Jack Daniel's began to offer variants to their premium Whiskey product with the goal to capture a younger demographic. These variants include ciders, canned premixed drinks, and various flavored whiskey. As 55% of whiskey drinkers use whiskey with a mix, assumptions can be made suggesting that these consumers are likely to go to bars or clubs. (Mintel 2008)

Message

The Jack Daniel's story is portrayed through the train station tube prints. This communication specifically outlines why Jack Daniel's Tennessee Whiskey is unique compared to alternatives. The small print glorifies the distillery's unique oak barrels and how the accidental discovery of using these barrels benefit the end consumer.

Communications Strategy

The message is conveyed via large print, stating the bottom line of their manufacturing process, and how Jack Daniel's differentiates itself from competition. The Postcards from Lynchburg campaign has been active since the 1950's, with very little change to their creative process. Jack Daniel's values focus on tradition and heritage. The communication method in London has continued for decades, aligning with their target audience.

The Barrel Postcard along with the other stories, tend to be in black and white, signifying the extensive life of the brand. The viewer is able to see the internal parts of the charred barrel, which is told to increase the flavor of the whiskey by pulling the liquid in and out of the oak wood during the storage and temperature curating process. The text is strategically placed, wrapping around the barrel, down to the only colored feature on the print, the Jack Daniel's Whiskey Bottle. The viewer begins reading the text above the barrel and finishes with the end product, a red whiskey.

“There’s not just whiskey in the barrel. There’s also barrel in the whiskey.” The communication explains how barrels are often set on fire in order to increase the flexibility of the wood. As the company would ship these barrels longer distances, the end consumers would notice that the charred barrels emphasized the look and flavor of the Whiskey. Consumers began asking for more “red” whiskey as a result of this newfound discovery. The print also describes how Jack Daniel’s does not trust anyone else to handle this unique process as the custom barrels and storing conditions are extremely hard to replicate. As a result, Jack Daniel’s makes all of their barrels in Lynchburg and does not let anyone outside of the distillery handle the product.

This Postcard specifically states that they are one of the only distillery’s in America that still uses their own barrels, and always have. This statement signifies the company’s values of tradition and heritage. “So, the next time you pour a glass of Jack Daniel’s and enjoy its deep amber color and complex flavor, remember, a bottle holds whiskey. A barrel elevates it.” The bottom line of the communication reminds its end users to value the process of the product’s development and the uniqueness of the distillery’s manufacturing process.

Marketing Strategy

The strategy behind this form of communication is to increase consumer education on attributes of the product and brand. The message is being conveyed to inform consumers about the Jack Daniel’s story and why their Whiskey manufacturing process is unique. The Postcard holds true to brand values and is strategically placed. As displayed in Exhibit B, the postcard is similar to many others that are placed in the London train tubes. The company capitalizes on the time it takes to wait for trains and gives riders, the postcard audience, a chance to learn more about the Whiskey.

The design correlates to the brands heritage by keeping a simple, black and white layout. The black and white features stand out from other advertisements in these train tubes while keeping a similar look and feel as the original Postcards from Lynchburg. Jack Daniel’s and the creative partners strategically align the different stories of the brand to ensure that people recognize the communication.

Campaign Integrations

The current campaign consists of “Postcards from Lynchburg” that tell different stories about the Jack Daniel’s brand, product, and Mr. Jack Daniel himself. This company is recognized by news sites such as Vice and Adweek for their effective storytelling advertising methods. Postcards from Lynchburg is the longest running campaign in advertising history. (AllisonApperson.com) When it comes to manufacturing processes, advertising, communicating messages, or holding true to values, Jack Daniel’s sticks to tradition.

As displayed in Exhibit C, the communications are placed in the London tube stations and regularly interchanged. The Barrel Postcard integrates into the larger firm’s marketing communications as it holds true to the heritage of the brand, uniqueness of the product, and tells a specific story behind the company. Other Postcards from Lynchburg emphasize on other stories surrounding the brand. For example, a specific postcard that has a focal point of “Mr. Jack was a man of commitment, for whiskey that is.” Discusses the type of man Mr. Jack was. He never

settled down with one woman in particular, but consumers today are the beneficiaries of this outcome. Mr. Jack Daniel held his commitment toward perfecting his whiskey.

Placement

The only physical location that the communication can be accessed is in the London underground train tubes. (Exhibit B). “We’re a storytelling brand built on authenticity and heritage.” - Phil Epps, Jack Daniel’s global brand director. On the Tube, Jack Daniel’s has an audience ready to receive the tradition behind their marketing efforts. The time it takes to wait for the train gives viewers the ability to read a full story about the brand and Jack Daniel’s does not fail to capitalize on it.

Other than this strategically placed printed long copy, various Postcards can be viewed on websites such as vice.com, allisonappearson.com, adweek.com, as well as various art director blogs such as heymcnulty.com, workingnotworking.com, and wadevers.com. Being notorious among people who appreciate art, the Postcards can also be found across multiple social media platforms such as Facebook, Instagram, Twitter, and Pinterest.

Placement Audience

The Postcards from Lynchburg communication targets train riders in London. The campaign began in the 1950’s to tell the story of Mr. Jack Daniel and the residents of Lynchburg, Tennessee, to consumers. With the evolution of technology, blogs, websites, and other digital sources have reported on the stories that are told in the London stations. Jack Daniel’s began this communication when more people moved to the suburbs and the cities. According to the Department for Transport, there were 1.731 million rail rides in Great Britain during 2017, an increase of 152% since 1986.

The 2011 Census in the United Kingdom concluded that they were 8,173,941 people living in London. According to World Population Review, London’s population in 2019 is estimated to be 9,176,530 people. London has a higher population in the age range of 25-34 than the rest of England. Also found in the 2011 Census, 37% of commuters from outside the London local authority were aged 35 to 49 and 33% were aged 25 to 34. This data and Exhibit C display that commuters from outside London are more likely to be 35 and over while people commuting within London were more likely younger.

Evaluation

As one of the longest running advertising campaigns in the world, the Postcards from Lynchburg campaign aligns with the company’s effort to follow tradition while respecting heritage. The message is appropriate for Jack Daniel’s target market as a majority of London train riders are between the ages of 25-49. I am confident in the placement of this form of advertising as the company is able to capitalize on the time that riders have to wait for their train rides. Social media and various digital platforms grant Jack Daniel’s the ability to expand their communicational reach beyond the tube stations.

Jack Daniel’s strategically collaborates with creative agencies based on the story that they are attempting to convey. The London locations have been a part of the Postcards from Lynchburg campaign for decades and Jack Daniel’s gets “exclusive rates” for these placements. This

campaign continues to reach a much larger audience than daily train riders. Because of this extended reach, Jack Daniel's can stick to tradition, drive brand awareness, and convince consumers to choose their unique product over competition.

Exhibit A

OL' BLUE EYES AND OLD NO. 7. NOT A BAD DUET.



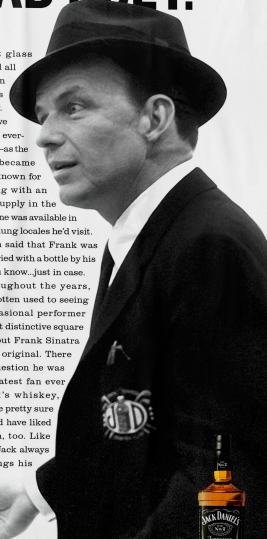
Jack Daniel was a great lover of music. He even put together the Silver Cornet Band in 1892 to play around Lynchburg. So we suppose it's only fitting that a few musicians have felt the same way about him—or at least his most well-known creation. And none more so than Frank Sinatra.

The legendary singer's taste for Old No. 7 knew no bounds. Many years ago, Frank touched down in London wearing a dark blue blazer bearing some sort of crest. *The London Times* noted the "fizz" that was caused as the media and fans who had gathered at the airport vied for a closer look at the mysterious embroidery. Did it represent one of the royal houses? Closer inspection revealed the crest to consist of a bottle and crossed golf clubs—the insignia of the Jack Daniel's Country Club. Founder Frank Sinatra. Membership: Friends of his who loved his favorite whiskey as much as he did.

It all started one night in 1947. Sitting in a Manhattan bar with Jackie Gleason, Frank asked his friend to recommend a drink, and Jackie named a whiskey Frank had never heard of, but one sip of that smooth sippin' whiskey was all it took. Jack was little known at the time, but Frank's ever-

present glass changed all of that in the years to follow. And we do mean ever-present—as the singer became widely known for traveling with an ample supply in the event none was available in the far-flung locales he'd visit. It's been said that Frank was even buried with a bottle by his side, you know, just in case.

Throughout the years, we've gotten used to seeing the occasional performer with that distinctive square bottle, but Frank Sinatra was the original. There is no question he was the greatest fan ever of Jack's whiskey, but we're pretty sure he would have liked the man, too. Like Frank, Jack always did things his way.



LYNCHBURG, TN

DRINK RESPONSIBLY

Jack Daniel's

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EVERY DECEMBER IN LYNCHBURG, TENNESSEE, 140 JACK DANIEL'S BARRELS GET TO REMEMBER WHAT IT WAS LIKE TO BE A TREE.

All over the world, folks celebrate holidays in lots of different ways, but the celebrations all seem to have two things in common: They honor long-standing traditions. And they bring people together.

Now, every holiday tradition has to start somewhere, and a few years back, we started one of our own: the Jack Daniel's Barrel Tree. If you've never had the good fortune

to see it, it is truly a sight to behold, with one hundred and forty whiskey barrels piled twenty-six feet high and aglow with festive white lights. Set up right near the Motlow House, the annual raising of the Barrel Tree brings out almost everyone in town to share some holiday cheer.

And while the Barrel Tree may be fairly young as traditions go, every one of those barrels is a

testament to other traditions we've been carrying on for quite a while now. Like making things with care and doing what's right even when it's not necessarily what's easiest.

It's no surprise that everyone in Lynchburg looks forward to it with so much anticipation. Seeing folks all laughing together and catching up with their friends in the warm light of the Barrel Tree always reminds us of something we like to say around here this time of year: it's not what's under the tree that matters, but who's around it. From our family to yours, we wish you happy holidays.



LYNCHBURG, TN

KEEP YOUR HOLIDAYS HAPPY. PLEASE DRINK RESPONSIBLY.

Jack Daniel's

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IN 1904, JACK DANIEL LEFT LYNCHBURG WITH WHISKEY, AND CAME BACK WITH GOLD.

Today, it's hard to imagine the excitement that used to surround world's fairs. At a time when news traveled at a crawl, seeing so many new inventions, foods, and people from around the world all in one place must have been thrilling indeed. And the 1904 World's Fair in St. Louis was one of the biggest of them all. Formally known as the Louisiana Purchase Exposition in celebration of that event's centennial, the fair drew some 19 million visitors over the course of seven months to its sprawling grounds and introduced the world to hot dogs, peanut butter, cotton candy, and ice cream cones.

When the folks in Tennessee learned that the fair would include

But as was so often the case, our founder was one step ahead of them and had already begun the process of entering his whiskey himself.

In late August of that year, Jack boarded a train to make the long journey to St. Louis. Arriving in town one day ahead of the event, he picked up the two cases of Old No. 7 that he had sent up from the distillery and brought them to a fair official. From there, he retired to his hotel room.

The next morning, he strolled among the countless exhibits as he anxiously awaited the 1:00 p.m. whiskey judging. At that time, the entrants were escorted to a hall where nine international experts in formal dress spent four hours carefully sampling over twenty entries. Occasionally, they would confer in whispers that only served to heighten the tension until finally they arrived at their decision. The

lead judge, Mr. Henry Hoctor of Great Britain, announced that the gold medal in the distilled spirits competition would be awarded to the "Jack Daniel Distillery of Lynchburg, not Virginia, Tennessee!"

None of the folks who were present that day had ever heard of Jack Daniel, but a couple of sips of his prize-winning whiskey certainly made for an excellent introduction. The other entrants congratulated him on his unexpected victory, and Mr. Hoctor urged the Lynchburg distiller to enter his Tennessee Whiskey in other international competitions. It went on to win first place in contests across Europe six more times, but after the last one in 1981, we decided to stop entering. Seven gold medals seemed like just the right number:



IT'S SAFE TO SAY THIS GOLD MEDAL WAS NOT CELEBRATED WITH CHAMPAGNE.

a whiskey competition drawing entrants from Kentucky, Canada, and Scotland, they urged Jack to toss his phanter's hat into the ring.



LYNCHBURG, TN

DRINKING IS NOT A CONTEST. PLEASE DO IT RESPONSIBLY.

Jack Daniel's

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LEM MOTLOW RAN A HARDWARE STORE FOR 20 YEARS WHILE WAITING FOR PROHIBITION TO END. BUT IF THERE'S ONE THING A WHISKEY MAKER HAS, IT'S PATIENCE.

By the time Prohibition forced distillers around the U.S. to lock their doors and turn out all the lights, Jack Daniel had sold his distillery to his business partner and nephew, Lem Motlow. Now, Lem was just as stubborn as his uncle, and he wasn't a man who'd go down without a fight. He was determined to find a way to resume making Jack Daniel's—lawfully, of course—but until he did, he would have to find another way to put some food on the table. So he decided to open the Lynchburg Hardware & General Store in the town square. And even though folks would probably have preferred having whiskey over the

store if they were given a choice, it didn't take long for Lem's shop to become an essential stop on a person's daily shopping rounds.

It still does a brisk trade, but visitors to our town are the ones that keep it going these days because now Lynchburg Hardware specializes in all things Jack Daniel's. Shirts and hats, sure, but if you'd like an Old No. 7 cribbage board or electric guitar or authentic used barrel, this is where you'll find it. In fact, since we can only use each barrel once, lots of them end up at the store, creatively repurposed to hold everything from magazines and plants to the behinds of folks who

are looking for a comfy place to sit.

Eventually, Lem's side of the Prohibition debate prevailed, and the money he'd made from running the hardware store enabled him to reopen the Jack Daniel Distillery, so it seems an especially fitting place to pick up a memento or two of a trip here. If you're not planning a visit to our fair town in the near future, though, that's nothing to fret over—you can see us online at www.jackdaniels.co.uk and have a bit of Lynchburg delivered right to your door. Wonder what Lem would have made of that. But we're pretty sure he'd agree that we still live up to his motto: "All goods worth price charged."



LYNCHBURG, TN

OUR RETURN POLICY WE WANT YOU TO RETURN. DRINK RESPONSIBLY.

Jack Daniel's

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Exhibit B

MR. JACK WAS A MAN OF COMMITMENT. WHEN IT CAME TO HIS WHISKEY, THAT IS.

If you take the trip way down to Lynchburg, think about visiting our last special place after you've toured our distillery. It may seem a bit unusual, but we recommend a stop by the Lynchburg cemetery, just a short walk from the town square. Jack Daniel's final resting place is there, and it's easy to spot. Just look for the gravestone with the two wrought-iron chairs in front of it. It's said that these chairs were placed there for the convenience of many ladies who would want to pay their respects to Lynchburg's most eligible bachelor.

Mr. Jack was the town's most prominent citizen, an outgoing man who loved to dance. Known far and wide for his vast gallantry and generosity, Mr. Jack had many admirers among the women of Lynchburg. And while he achieved them all right back, none was able to claim the title of Mrs. Daniel, and that was, perhaps the explanation

In a simple one, and the one women he wanted to marry did not feel the same way about him. But there was a Miss Clara Boone most certainly suggested that was the case. In one dated September 18, 1842, a way-sounding Jack wrote, "You do me wrong, Clara, when you lay claim to will have some feelings for me. This mistake my feelings if you think I should ever forget you, and as for another ever supplanting you in my affection - simply impossible. I could write until morning but cannot imagine you and I that I have already read too much. When you like another, you will soon say forget me. Stick sure and tired of feelings like this, my grand ambition is no longer. You truly do not care to be with me, and I have my few words and goodnight, dear Clara." Jack went on.

to make every woman help that, but it never was Jack Daniel's. In fact that Miss Clara did not go down the aisle, she married a rapidly expanding distillery more than thirty years later than the man on the date. Lynchburg's first and last love and Mr. Jack was not exactly who you get for us all.

LYNCHBURG, TN
DON'T DRINK AND DRIVE. PLEASE DRINK RESPONSIBLY.

WHEN WE HAVE 20,000 OR SO FRIENDS OVER FOR DINNER, WE OPEN A BOTTLE OF THE GOOD STUFF.

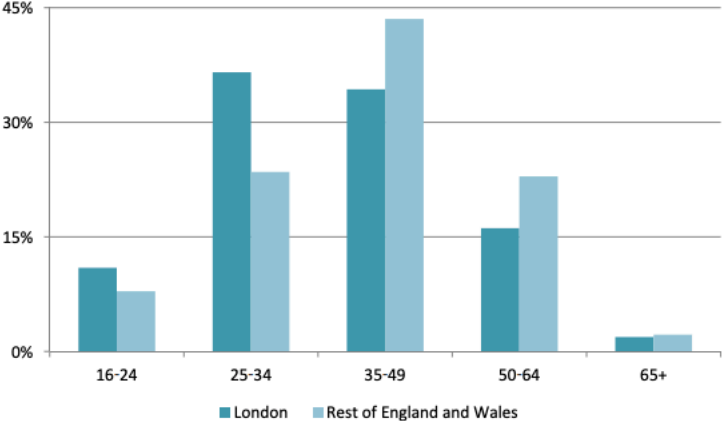
The Jack Daniel's World Championship Invitational Barbecue is held one weekend a year, right here in Lynchburg, TN. Many barbecue champions from around the world come to pit their skills against each other right here in our town. And there's something about the smell of slow-cooked ribs and brisket in the air because for three two days a year 20,000 or so friends happen to swing by for a visit. You could say it puts our southern hospitality and hosting skills to the test.

Now, we're a small town of around 570 people, and not really built to handle those kinds of population increases. There's only one road through town, after all. And that road only has one traffic light on it. But we find a few ways to be hospitable. What we lack in our main highway or seven-story parking structures we make up for in Tennessee Whiskey. And it's a wonderful thing - a glass or two of Jack, sipped right here in the place that we make it, paired with a plate of proper barbecue. The vanilla and oak notes in our whiskey mingle with the smoky flavors that they use in their ribs and saucers. Our corn mash and our charcoal smoking process make for a bold, smoky sip that cuts through the layers of cornmeal fat. And those 20,000 or so friends all seem to leave feeling full and happy. As for us, we were then just bringing out a few bottles of the good stuff when our friends come over. We've been making it more or less the same way for over 150 years, after all. So we can always go ahead and make a few bottles more.

LYNCHBURG, TN
DON'T DRINK AND DRIVE. PLEASE DRINK RESPONSIBLY.

Exhibit C

Figure 4: Commuters to London workplaces by age and origin of commute



Source: 2011 Census table WU02EW

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