

**JOHNNIE WALKER  
BIG BOLD PROGRESSIVES  
ON-TRADE CAMPAIGN.**

JOHNNIE WALKER®

# JOURNEY

ON-TRADE ACTIVATION PROGRAMME

## INTRODUCTION

THE JOHNNIE WALKER JOURNEY EVENTS ARE A SERIES OF ON-TRADE CELEBRATIONS DESIGNED TO BUILD STRONG IDENTIFICATION WITH THE ICONIC JOHNNIE WALKER NAME AND BRAND AND DELIVER EXPERIENCES TO THE CHINESE CONSUMER THAT ARE TRANSFORMATIVE, CAPTIVATING AND TRULY PROGRESSIVE.

# Event Run-Down & Venue

## Time

Nov.16<sup>th</sup> (Friday)

## Venue

Guangzhou FTC

## Guests

1,000



## Event Flow

20:00

Media Arrival

20:30

Trade Guests Arrival

21:00

Consumer Arrival

20:00 – 21:30

Cocktail Reception

21:30

Performance Starts

23:00

Performance Ends

23:00 –

After party



# Environment Design



# Environment Design – Entrance



# Environment Design – Tunnel

Digital Engagement Area A



# Environment Design – Lobby

DISPLAY AREA/LOBBY option 2

Digital Engagement Area B

Product Display Area

Cocktail Serving Area





# Environment Design – Stage1

Journey Tunnel Theme with “W” Stage  
With Mini-Bar on the stage



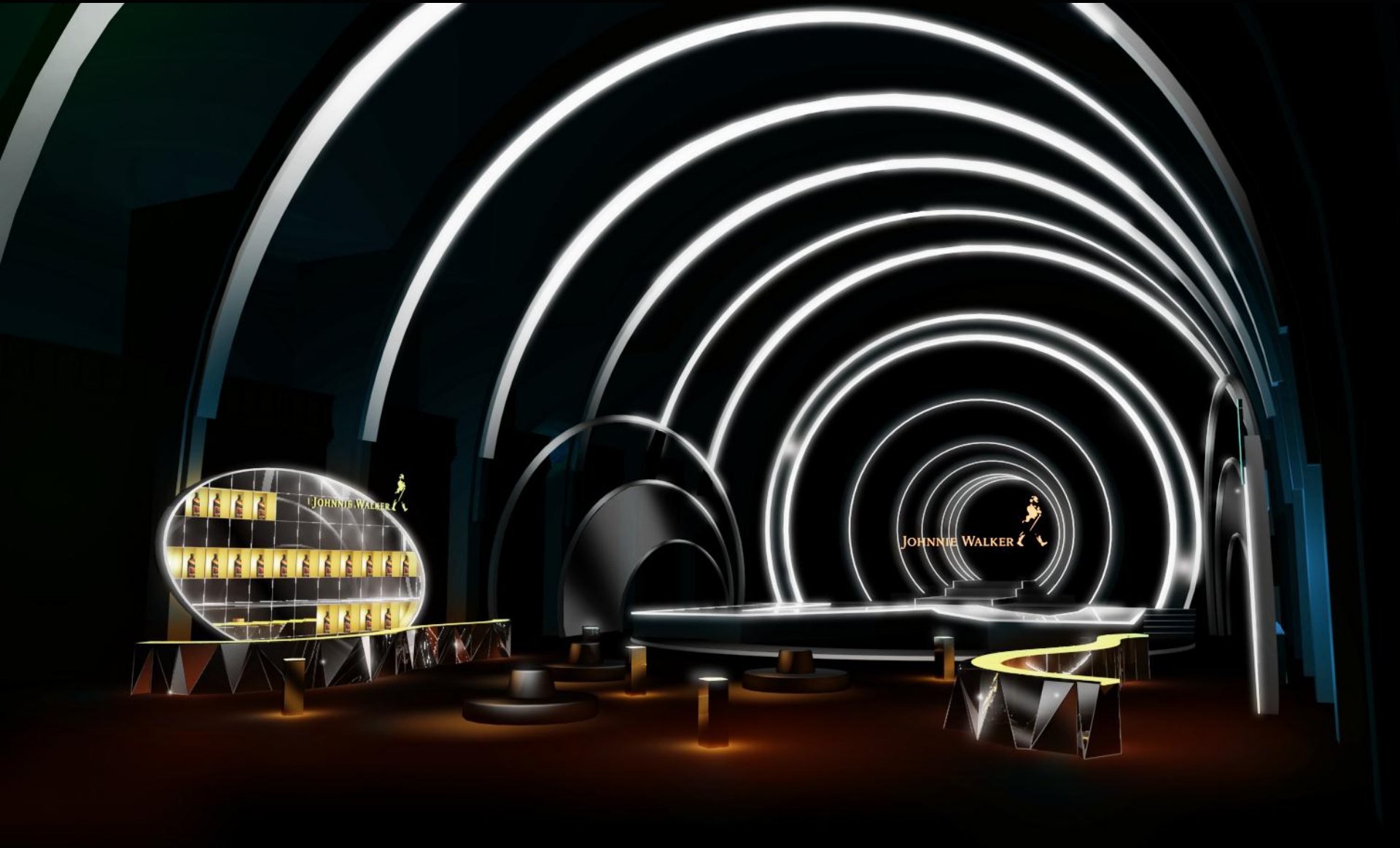
# Environment Design – Stage2

Background of the Stage will change for different theme and performance

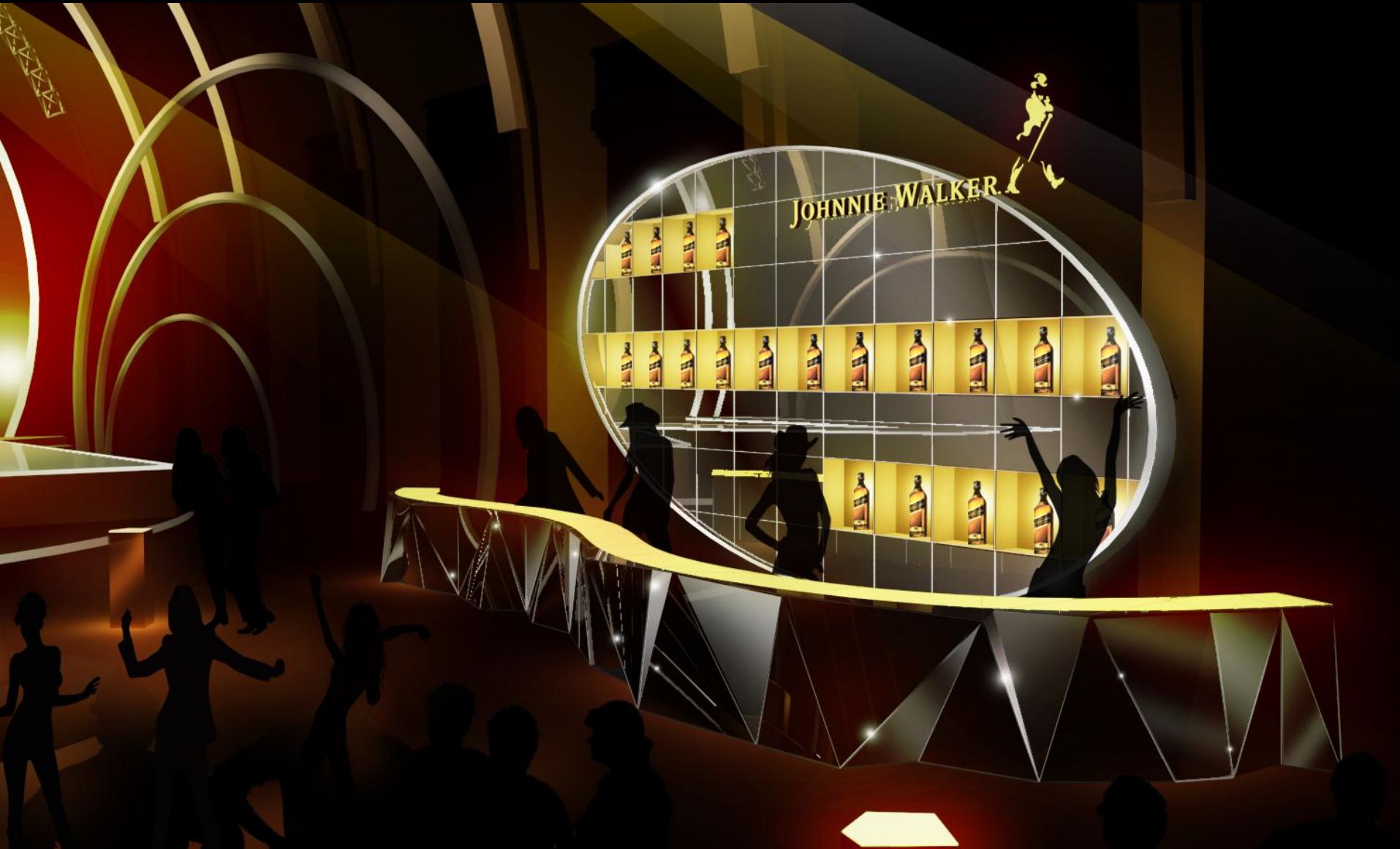


# Environment Design – Hall

The Whole Ceiling will be projected as a dynamic Tunnel linked with the Stage  
Dynamic Luminance with the Beat of the Music kick off the performance



# Environment Design – Bar Area



# Performance Structure

## OPENING VIDEO

30sec

DJ Warm up

5-10min

## KEY VIDEO 1

20sec

KEY PERFORMANCE 1

10-15min

## KEY VIDEO 2

20sec

KEY PERFORMANCE 2

10-15min

## KEY VIDEO 3

20sec

KEY PERFORMANCE 3

20-25min

## KEY VIDEO 4

20sec

KEY PERFORMANCE 4

10min

## FINALE

AFTER PARTY

## “AMBER JOURNEY”

TRANSPARENT PROJECTION SCREEN

Ceiling Projection-RAINING

1<sup>st</sup> SINGER

Ceiling Projection-OCEAN

2<sup>nd</sup> SINGER with band

Ceiling Projection-SPACESHIP CLOSE

FASHION & ROCKS

Ceiling Projection-SPACESHIP OPEN  
IN UNIVERSE

Key SINGER