



JOHNNIE WALKER®
JOURNEY
ON-TRADE ACTIVATION PROGRAMME

Urgent Request for Artists
From China

FIVE INTERNATIONAL

Toronto, Canada

April 27, 2013



CHINA
AUGUST 9 2013

Introduction

Here at Five International Canada we specialize in China market.

We have been retained exclusively to arrange one of the following artists to perform on August 9, 2013 in China:

Jessie J
P!nk
Alicia Keys



Johnnie Walker is the world's No.1 Blended Whisky Brand of a 200 years history. The Brand Slogan "Keep Walking" has inspired a lot of people around the world. In China Market, Johnnie Walker brings to people the image of a pioneer-

The Kick Off Event in August in China is the first step of Journey Platform. It's a big party with 1000 participants to celebrate their joy in life. Over 150 national and local media will be on site to witness the start of the

We will use whole ceiling projection and other interactive technology to enhance the sensory

Attached please find a file for the visual elements and the concept of the Event last year.

Johnnie Walker Journey Event Highlight:

- ◆ Location: High end function facility in South West China, 1000 VIP invited.
- ◆ Time: 9 August 2013.
- ◆ But since the event is a high end event, artist is required to attend the rehearsal on August 8 2013.
- ◆ The artist will be the last one to perform at the end, the artist will sing 4 songs.
- ◆ In case the above mentioned three artists are not available, other artists can be considered as well.
- ◆ Artists must be A-list meaning top level artists.
- ◆ Due to competition, we have to get the confirmation(price and availability) by May 4, 2013.
- ◆ Please contact us for more update information.
- ◆ Drafted by Jessica Y., VP of Marketing, Reviewed by Menghui N., Managing Director



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