

In Jack Daniel's New Ad, People Do Things They've Always Wanted to—Like Tossing a Phone in a Lake

You know that thing you've always dreamed of doing? Maybe it's ordering every single item on the menu, just for the hell of it, or honking the horn on a big rig. Or maybe it's scrubbing the record on a turntable at a fancy party, or chucking your phone as far out into the lake as possible when your boss calls, rather than picking up.

In a new spot for Jack Daniel's Tennessee Whiskey—which also launches the brand's first truly global ad campaign—those scenarios play out in a satisfying mashup. After each spontaneous decision, the character gives an exhilarated sigh, saying, “I've always wanted to do that.”

A bottle of Jack is also present in almost every scene, of course. As the spot concludes, the title of the new campaign, “Make It Count,” fills the screen, encouraging fans to take advantage of their time on this beautiful mess of a planet. It's the brand's first global ad campaign.

“With ‘Make it Count,’ we have a long-term platform that resonates with consumers, especially in today's environment,” said Matias Bentel, svp and chief brands officer for Jack Daniel's parent company Brown-Forman, in a statement. Bentel added that he expects the creative to continue to drive the brand's globalization.

Created by Energy BBDO, the campaign will extend to more than 100 countries worldwide with social, digital, TV and out-of-home components. The TV ad went live in the United Kingdom

this week.

The Brown-Forman named Energy BBDO as global agency of record for the 154-year-old whiskey brand almost a year ago. The decision followed a months-long global creative review that included incumbent agency Arnold, as well as Cramer-Krasselt, FCB Chicago and Grey.

This spring, Jack Daniel's released its first spot by BBDO: a pandemic-era ad made with user-generated content showing how people were maintaining and fostering connections during quarantine.

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