JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

KEEP WALKI

THE WORLD'S MOST TRAVELLED BILLBOARD


9:57
71%

JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

JOHNNIE WALKER

CONTEXT

Johnnie Walker is a 200-year old iconic brand that is well respected and is aspirational. However, in India we needed to build its relevance amongst the next generation of consumers entering the category.



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Johnnie Walker's Keep Walking philosophy is based on the insight that the more you push boundaries the more you taste out of life. This hugely resonates with young adults as they constantly seek newer experiences that enrich their lives. **A big way in which this plays out in culture is through the idea of exploration through travel.** That's where the idea for this campaign sits.

JOHNNIE WALKE

JOHNNIE WALKER

KEEP WALKING

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THE BIG IDEA

This link paved the way for The World's Most Travelled Billboard, #TheTravellingBillboard. A billboard that set out towards unexplored destinations across India. And as it did, each journey became content on social media.

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To really make a mark with the youth and on social media, we would have to really scale up the campaign.

So, we first brought on board some of India's most influential travel photographers to travel with #TheTravellingBillboard on each of its journeys.

It went to



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KEEP WALKING

KEEP WALKING









SANGAM

THE WORLD'S HIGHEST RAFTING POINT AT 12000 FEET ABOVE SEA LEVEL

JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

KEEP WALKING



BASGO

THE BEST PLACE TO STARGAZE
STAYED AT BELOW 0° TEMPERATURES
THROUGH THE NIGHT.









KEEP WALKING

JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

KEEP WALKING

WALKER









KANOI DUNES

THE HEART OF THE DESERT SCORCHING HEAT IN THE MIDDLE OF THAR

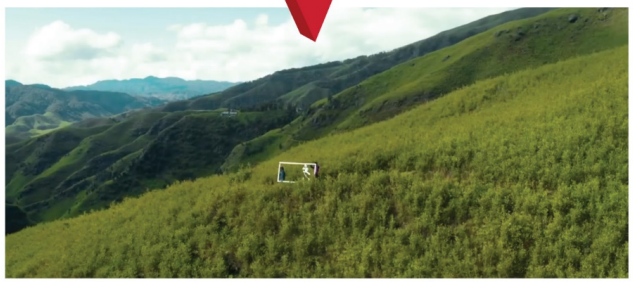
JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

KEEP WALKING

WALKER







DZUKOU VALLEY
INDIA'S TOUGHEST TREK.
6 HOUR UPHILL TREK
WITH BARELY ANY OXYGEN.





JOHNNIE WALKER

KEEP WALKING

KEEP WALKING

KEEP WALKING

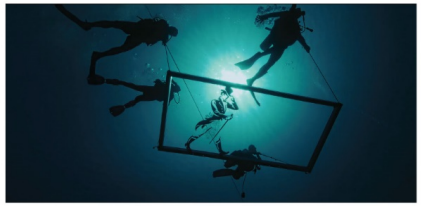
WALKER



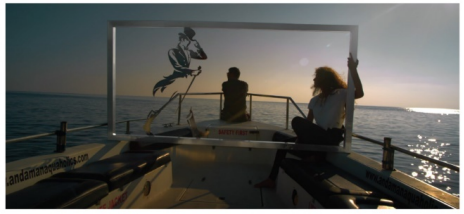


JOHNNIE'S GORGE

100 FEET BELOW THE SEA



KEEP WALKING





JOHNNIE WALKER

Their journey together would become the social media posts and films which would be seem by millions of their followers.

Not just that, the photograph they would click of #TheTravellingBillboard at these locations would become the outdoor campaign.

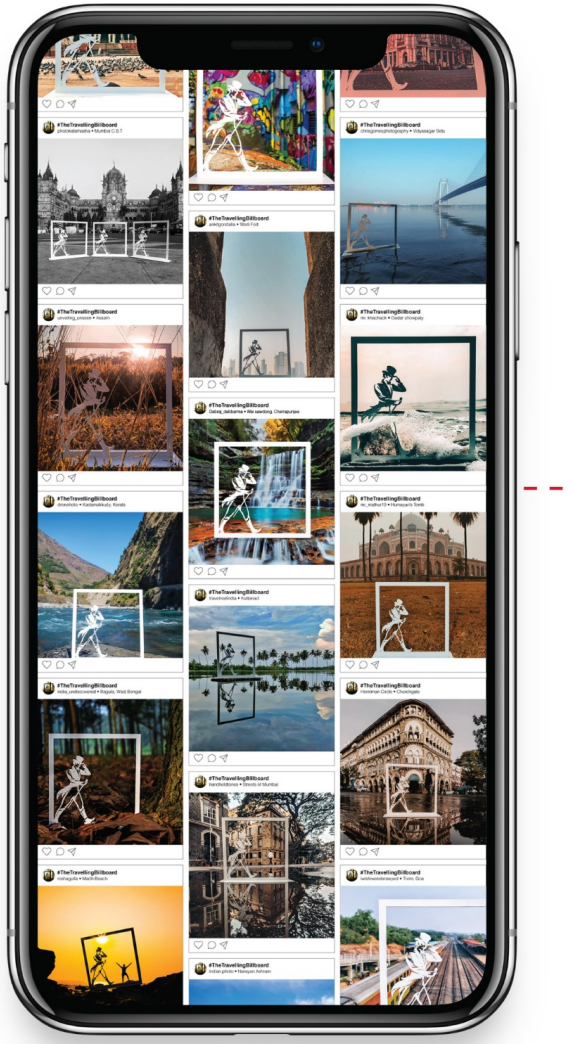
To further amplify the idea, we sent 150 additional travel influencers of the country a miniature version of #TheTravellingBillboard to capture their individual journeys through.



KEEP WALKING

#TheTravellingBillboard ended up being captured at not just the five locations we went to, but more than 1500 locations across the country.

We also tied up with OnePlus to make #TheTravellingBillboard a digital frame as part of a contest to launch the OnePlus 7T



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ACTIVATION AT BARS

Ingredients from each of the visited locations were used by India's top mixologists to create special edition cocktails with Johnnie Walker.

Each cocktail was dedicated to a particular journey made by #TheTravellingBillboard.



JOHNNIE WALKE


JOHNNIE WALKER
THE JOURNEY

JOHNNIE WALKER

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RESULTS

The output and the love + results

#TheTravellingBillboard caught the imagination of the Indian youth.

284.23M IMPRESSIONS

80M REACH

13.89M VIEWS

SALES INCREASED 42% (OND 18 VS OND 19)

OVER 1MN LIKES & COMMENTS

A CAMPAIGN AWARENESS OF 73% AMONGST YOUNG ADULTS



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THANK YOU