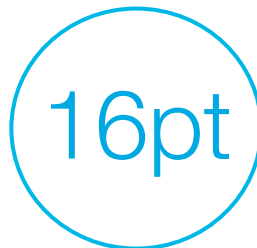
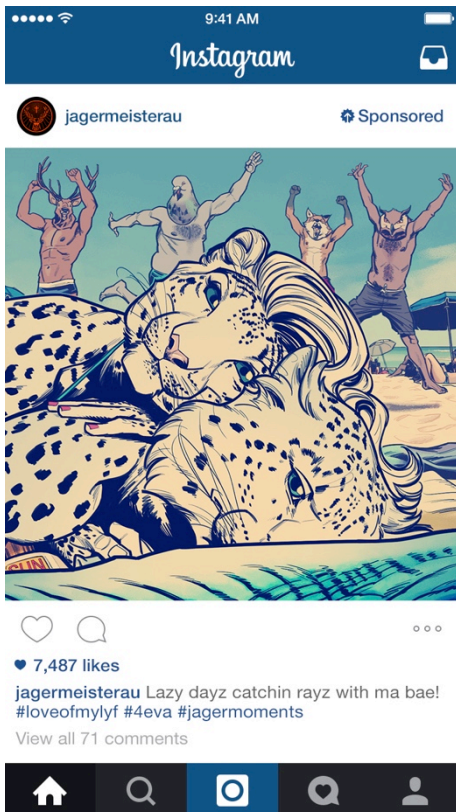




Jägermeister

Adding New Flavor to an Old Favorite

German brand Jägermeister used a series of stylized visuals on Instagram to create a connection with its target audience, build brand awareness and lift purchase intent.



lift in ad recall



lift in purchase intent



lift in brand perception*

STORY

A cool complexity

Jägermeister is Germany's largest spirit brand and has been owned by a family business for more than 80 years. Now available in over 100 countries, the distinct herbal liquor is made from a secret recipe of 56 different natural ingredients and undergoes 383 quality checks before the final product is bottled.

GOAL

Uncapping a new audience

Jägermeister wanted to connect with 18 to 28-year-olds, to build brand awareness and relevance during the many different social occasions when they might wish to choose it as a beverage.

SOLUTION

A wild idea that worked

With the Instagram community using the platform to discover and interact with the brands and experiences that matter to them, Jägermeister saw the opportunity to connect with a new audience in an authentic and original way. Extending the concept of its existing 'Creatures of the Night' Facebook creative, it became the first Australian brand to run an age-gated campaign on Instagram. This meant it could target people of legal drinking age, and within the 18 to 28-year-old demographic.

Jägermeister created a new series of animated images, featuring wild animals who represented relatable male personalities. The posts featured quirky captions and quintessentially Australian summer social settings – such as sunbathing at the beach, a music festival and a sporting match. Using unique, timely and relevant content, the brand achieved a significant 16-point lift in ad recall, a 5-point lift in purchase intent as well as an 8-point lift in brand perception*.

“ Our audience live and breathe the digital world and it's no surprise mobile is the most popular interface. With strong creative and relevant stories you can achieve great results using Instagram. ”

Michael Bouda
Senior Brand Manager
Jägermeister

*Jägermeister, Millward Brown Brand Tracker, June 2015; lift in “enjoy with mates” attribute.