

PRESS RELEASE

Jameson Irish Whiskey launches intimate gig series in partnership with Sofar Sounds

- Jameson partnering with Sofar Sounds for eight intimate gigs in UK cities
- Sofar Sounds' biggest ever UK partnership was developed in collaboration with Havas Media and JUMP
- Initiative also incorporates six-part content series on VICE music channel Noisey

London, 27th November 2019 – Pernod Ricard UK has announced the launch of a major new series of brand experiences for **Jameson Irish Whiskey**, in partnership with music events start-up **Sofar Sounds**. The initiative, Sofar Sounds' biggest ever UK partnership, was developed in collaboration with **Havas Media** and **JUMP**, Havas Media Group's content and partnerships division.

Jameson is partnering with Sofar Sounds for eight intimate gigs in cities across the UK over the next eight months, with the London launch event taking place on Wednesday 27th November. In line with Jameson's Seen and Heard platform, which champions new music, the shows will take place in unexpected venues and feature up-and-coming artists rather than more established headline acts.

The event series aims to drive consideration amongst its core target audience of L.A.D.S: adults aged 25-to-44 described as Learning, Active, Down-to-earth, Social connectors; and to create a synergy between new music and the whiskey brand.

The partnership was selected based on Havas Media's insight that Jameson drinkers are three times more likely to buy products from companies who sponsor exhibitions or music events. Instead of choosing to sponsor a music festival, Jameson decided to partner with Sofar Sounds, as the start-up's ethos, approach and grassroots community would help to deliver a more authentic and innovative experience.

The campaign is supported by social-first content, which will run across the Sofar Sounds website, Facebook, Instagram, YouTube and Twitter; and a partnership between Jameson and the VICE music channel Noisey, which seeks to help position the brand as an authority in the music space. As part of this, Noisey will run a six-part content series, 'Behind the Sofa(r)', which will offer an insider's look at the ever-changing music industry.

In parallel with the campaign, Jameson is also running a competition offering budding musicians the chance to win studio recording time with a music producer and to make their own music video, as well as other prizes to help elevate their career as a new artist.

Katia Fragkou, Head of Marketing at Pernod Ricard UK, said: "We have curated a series of shows that will really speak to passionate lovers of live music. Sofar's ethos

and approach to up-and-coming artists perfectly complements our Seen and Heard platform, making them the ideal partners for this exciting initiative.”

Nick Wright, Managing Director, JUMP, added: “Havas Media Group has worked with Jameson for many years, but this is the first time we have created a campaign of this scale together. Partnering with Sofar Sounds and VICE has given us the opportunity to make something which feels authentic and credible for Jameson’s target audience, putting the brand at the heart of these fantastic live music experiences.”

Tom Lovett, Commercial Director, Sofar Sounds, emphasized: “As a global music platform, Sofar Sounds seeks to create spaces where music matters - bringing together artists, guests, hosts, and community members to connect around authentic shared moments. We’re thrilled to work with Jameson and Havas Media Group to uniquely scale these moments of community across the UK through this first-to-market partner program, creating bespoke events that lift emerging artists up and allow fans an opportunity to toast the music they fall in love with.”

ENDS

About Havas Media

We are a strategic media and marketing agency designed to create Meaningful Brands by reimagining valuable experiences. Our smart thinking around enhancing customer experience means we deliver high performance, highly optimised user-first solutions to deliver more measurable, meaningful experiences between brands and people. Our clients include Homebase, Starbucks, BBC, KIA Hyundai, Dreams, EDF and Beats by Dre.

About JUMP

JUMP is the content and partnerships hub of Havas Media Group. Sitting at the intersection of media and creative, our mission is to connect brands with their audiences through data-driven, human-inspired storytelling – creating media that moves people, performance and profit.

We think about the story that the brand needs to tell, how they want to tell it, and across which mediums will allow them to do it most effectively, ensuring the brand stays front and centre throughout.

We combine media tools, data and thinking with creative to deliver meaningful stories. Through our collaboration and our internal village production capabilities, we provide end-to-end creative and content, while working collaboratively with our media partners to deliver performance-driven partnerships.

JUMP. Media that moves.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,182m in 2018/2019. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Lillet, Monkey 47, Malibu, MALFY, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Aberlour, Jacob’s Creek, Lamb’s, Ballantine’s, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

For latest news and information: Website - www. Pernod-Ricard-UK.com; Twitter - @pernodricarduk