



Jack Daniel's Brand Activity Analysis

Matteo Fabbi

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Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 70%, University of Westminster, course: Introduction to Branding, language: English, abstract: Jack Daniel's is a smooth, premium whiskey, also specifically defined as a 'Tennessee Whiskey'; a product which was born as a bourbon but which, having been mellowed through maple charcoal, becomes a Tennessee sour mash whiskey (www.jackdaniels.co.uk). Jack Daniel's position itself as a familiar reassuring, dependable brand and it promote itself as such. "Jack Daniel's is a unique whiskey that is slowly mellowed drop by drop through 10 feet of sugar maple charcoal and matured in new American oak barrels at America's oldest registered distillery to achieve its smooth character". JD is a premium whiskey, often more expensive than its competitors especially outside the U.S maintains its position despite its price, because the uniqueness of the product (www.jackdaniels.co.uk).

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