

BEAM SUNTORY BOURBON LEGENDS

We invite those flying out of JFK Airport to learn about different Bourbon Legends products through a number of interactive platforms such as augmented reality, a flavor profile application, and brand ambassadors on site educating and promoting the Beam bourbon products. All components were dedicated to finding the bourbon lover in all customers.

SERVICES

- Custom flavor profile engagement
- Augmented reality experience
- Custom email re-contact platform
- Age gating
- Onsite sampling
- Product education
- Staff recruitment training and management
- Program management (concepting thru execution)

3,723

PEOPLE SERVED

5,947

EVENT ATTENDANCE

94,500

CONSUMER
IMPRESSIONS

