

HELLO.



A photograph of three people holding bottles of Revel Stoke whisky. The person on the left is a man with a beard, the person in the middle is a woman with glasses, and the person on the right is a woman with glasses. They are all smiling and holding the bottles up. The bottles are in the foreground, and the people are in the background. The text 'MEET THE TEAM' is overlaid on the image.

MEET THE TEAM

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OUR BRANDING BELIEFS

EPSILON[®]



15000 YEARS AGO, FACTS TOOK FORM

The image shows a section of an ancient Egyptian tomb. At the top, a frieze depicts a woman in a blue and yellow dress kneeling between two circular objects, flanked by a row of lotus flowers. Below this, a large central scene shows a man with a falcon head and a woman seated on a patterned stool. The man is holding a staff, and the woman is holding a large red sun disk. The background is filled with hieroglyphs. The walls are decorated with yellow and black patterns, and there are some signs of wear and tear.

THESE ARE MORE THAN PICTURES

A close-up photograph of a hand wearing a pink nitrile glove holding a fragment of an ancient clay tablet. The tablet is light brown and covered in dense, horizontal lines of cuneiform script. A prominent crack runs vertically down the center of the fragment. The background is a plain, light-colored surface.

MORE THAN WORDS.

THESE WERE THE FIRST STORIES





NOW, NARRATIVES SURROUND US.



PRODUCTS ARE A VISUAL CUE TO A LARGER STORY

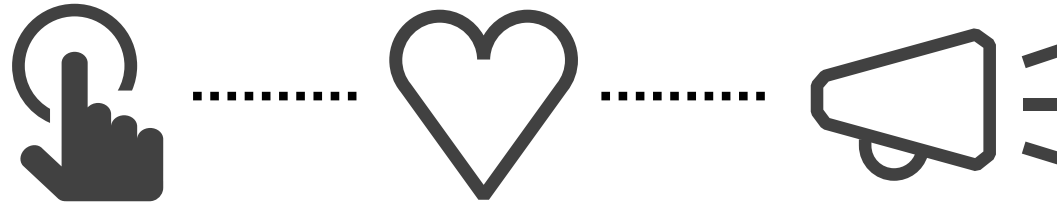


TO BREAK THROUGH, WE MUST MATTER.

WOODFORD RESERVE
DISTILLER'S SELECT

4
Maker's
S^{IV} Mark
WHISKY

The most successful brands have a clear purpose that resonates with the core values of their customers to motivate purchase, inspire loyalty and drive advocacy.



**A BRAND DELIVERS ITS PURPOSE
THROUGH THE STORY IT TELLS**



WHAT'S YOUR STORY?







THE MARKETPLACE IS

SATURATED AND MONOTONOUS

A photograph of two young women at a beach. The woman on the left has blonde hair, wears sunglasses and a floral top, and is holding a pink ice cream cone. The woman on the right has brown hair, wears a red top, and is holding a smartphone. The background shows the ocean and a clear sky. The image has a semi-transparent dark overlay.

THIS BRAND OWNS

FLAVOR FOR FUN'S SAKE



THEY FEEL

THE URGENCY OF YOUTH

A photograph of a bonfire at night. The fire is bright and intense, with a large log in the foreground. In the background, a person is silhouetted against the fire. The scene is dark, with some bokeh light spots in the distance.

WE BELIEVE

**YOU'RE ONLY YOUNG ONCE.
DRINK IT IN.**



THE PEOPLE WHO DRINK REVEL STOKE

A man with a beard and dark hair, wearing a dark suit and a white shirt, is sitting on a dark brown leather tufted chair. He is holding a glass of whiskey with ice cubes in his right hand and looking down at it. The background is a dark brick wall. The lighting is dramatic, highlighting the man's face and the glass.

THE PEOPLE WHO DRINK REVEL STOKE

A man with a full, dark beard and short hair is looking directly at the camera. He is wearing a dark denim shirt and has extensive tattoos on both arms. He is using his hands to adjust his beard. The background is a dark, textured wall.

THE PEOPLE WHO DRINK REVEL STOKE



THE PEOPLE WHO DRINK REVEL STOKE

A woman wearing a wide-brimmed hat and sunglasses is smiling and holding the hand of a hiker. The hiker is seen from the back, wearing a large, full backpack. The background is a soft-focus outdoor setting with trees and a warm, golden light, suggesting a sunset or sunrise. The overall mood is adventurous and positive.

CONCEPT: ADVENTUROUS

"Play Hard, Play Hard"







CONCEPT: REBELLIOUS

“Revel with a Cause”







CONCEPT: REVELROUS

“Celebrate in Style”

