



**Client:** Legacy Marketing

**Project:** Brand Promotion for Jameson Irish Whiskey

# Brand Promotion and Event Support for Legacy Marketing

## BRAND PROMOTION

## PROMOTIONAL MARKETING

The Jameson Bartenders Ball (JBB) is a national program focusing on increasing the sales of Jameson Irish Whiskey through brand promotion and event experiences. The program, produced by Legacy Marketing, offers more than 40 bartender-only events annually at venues across the country. These events provide authentic, unique, fun experiences with hands-on activities, mixology training and brand education that engage thousands of bartenders and influencers every year.

### Our Challenge

Coordinating the more than 40 JBB events across the country could have been a logistical nightmare for Legacy Marketing. Not only did the event managers have to select venues and engage the local bartenders and influencers, but they needed to coordinate the promotional material and marketing to ensure an exciting, fun mix of activities

and experiences that appropriately reflect the high value of the Jameson brand.

Before each event, materials had to be custom designed, ordered and drop-shipped to the venues. These materials include event-unique printed invitations, event wristbands, custom sampling cups, event-specific T-shirts and apparel, promotional items, and menu signage. Previously, Legacy had utilized multiple vendors for specialized facets of this program, requiring complex and risky vendor coordination.

### Our Solution

The Jameson Account Team at Legacy Marketing teamed up with GO2 Partners for help in executing their marketing deliverables for JBB, including distribution and event management for the 2019-2020 program.

In the past, the Jameson Team at Legacy turned to GO2 for individual event support and smaller orders as needed, mostly as a backup or supplement to their existing vendors' capabilities. After proving our expertise and success on these smaller orders, Legacy Marketing engaged GO2 as the sole provider of the marketing deliverables for the full JBB program in 2019-2020.

GO2's attention to detail, successful performance in supporting the JBB, and high level of customer service gave Legacy confidence in awarding the larger project to GO2. In addition to all of the tangible items, GO2 provided the following comprehensive solution for Legacy's JBB program needs:

- A single contact for design, deliverable sourcing, production and fulfillment.
- Development and management of a shared program schedule.
- Ongoing consultation, including forecasting additional material needs prior to critical inventory levels being reached (preventing stock outages).
- Picking/packing and centralized fulfillment of shipments per event location.
- Billing improvements: Monthly invoicing, broken out per event location, with items billed as they are shipped, to free up cash flow for Legacy Marketing throughout the program year.

## Our Results

Today, GO2 is a valued, preferred partner of Legacy Marketing in managing and running the Jameson Bartenders Ball (as well as many other high-profile events for its other client brands). Legacy relies on GO2 to design, produce, manage and directly distribute event deliverables for the entire JBB program at every venue, helping ensure successful Jameson events across the country.

GO2 continues to provide execution of marketing deliverables and exceptional support for the cutting-edge entertainment and brand promotion series with one-of-a-kind, memorable events. We are a critical partner in promoting the Jameson brand with Legacy, leaving bartenders thirsty for more after every event.

