

**JACK DANIEL'S**  
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TWÓJ PREZENT  
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# Jack Daniel's Achieves +390% Sales Uplift

The Unmatched Power of Retail Media to  
Boost Sales

JACK DANIEL'S  
PREZENT  
IDEALNY POD  
KAŻDYM KĄTEM

Jack Daniel's is an iconic Tennessee whiskey brand, defined by its charcoal-mellowed process and a heritage dating back to 1866.



## Strategy

Footprints AI and Jack Daniel's built a dynamic in-store retail media strategy across the Duży Ben network to drive sales during the December peak season.

The campaign leveraged first-party retail data, life-stage targeting and AI-based propensity modeling to reach high-intent shoppers at the most relevant moments.

The strategy:

- Activate close to purchase through video on in-store screens
- Target key life-stage audiences aligned with shopping missions
- Leverage AI-driven moment selection, delivering media when propensity to visit and buy was highest
- Focus on shoppers with proven purchase history, including past Jack Daniel's buyers and alcohol category shoppers

## Challenge

Jack Daniel's aimed to drive sales at scale across the Duży Ben retail network during the highly competitive December period.

The challenge was to prove that a dynamic, AI-driven in-store retail media strategy can effectively influence high-intent alcohol shoppers at the moment of purchase and deliver measurable sales uplift.

## Execution

- Activate in-store retail media through portrait video on digital screens across 397 Duży Ben stores
- Deliver dynamic, AI-driven activation, with videos running only in moments identified as most relevant for high-intent shoppers
- Target shoppers with proven purchase history, including past Jack Daniel's buyers and alcohol category shoppers
- Ensure visibility close to purchase, influencing both planned and impulse-driven decisions at shelf

## Shopping Missions

The campaign targeted shopping missions where alcohol is a natural basket choice:

- Planned shopping trips for social occasions and gatherings
- Gift-driven purchases during the December holiday period
- Impulse-driven decisions at shelf, influenced by in-store visibility
- Stock-up moments for home consumption and celebrations

## Target Audience

- Adults 18–65+, all genders
- Life stages: Young Professionals, Mature Singles, Full Nest III, Empty Nest, DINKs

## Strategy At A Glance

### Retail Network



National coverage,  
All store types

### Retail Channels

- In-Store: Digital Screens

### Media budget

- Duration: 31 days
- Share of Budget: 4%

## Key Performance Highlights

- Impressions: 2,145,780
- Reach: 715,000
- Campaign sales: 29,842 units
- Sales uplift vs preceding period: +390.82%
- Sales uplift vs preceding year: +192.83%
- 9X ROAS

JACK DANIEL'S

## PREZENT KTÓRY ZAWSZE JEST NA JEZYKACH



### Solution

Jack Daniel's used in-store retail media to strengthen brand presence and drive sales at the moment of purchase across the Duży Ben network.

Footprints AI enabled:

- AI-driven in-store orchestration: Portrait video delivered on digital screens only during moments identified as most relevant for high-intent shoppers
- Audience relevance at shelf: Activation focused on shoppers with prior purchase history of Jack Daniel's or alcohol category products
- Close-to-purchase visibility: Messaging reached shoppers directly in-store, influencing both planned and impulse-driven buying decisions
- Sales-led impact validation: Performance assessed through direct sales uplift versus the preceding period and previous year

### Results

- +390.82% sales uplift versus preceding period, with sales increasing from 6,080 units to 29,842 units during the campaign
- +192.83% sales uplift versus preceding year, confirming strong incremental impact during the December peak season
- 9x ROAS – every €1 invested generated nearly €9 in sales value, demonstrating high media efficiency
- 2,145,780 in-store video impressions delivered, ensuring strong and repeated visibility throughout the campaign period
- High efficiency sales growth, achieved with a single-channel, in-store activation
- AI-driven delivery maximized efficiency, concentrating impressions in moments most relevant for past Jack Daniel's buyers and alcohol category shoppers

### Why It Worked

- Close-to-purchase in-store presence: Portrait video on in-store screens reached shoppers at the moment of decision, when alcohol purchases are most likely to be made
- AI-driven relevance: Media delivery was concentrated in moments identified by AI as most relevant for past Jack Daniel's buyers and alcohol category shoppers, increasing message impact
- Strong brand-to-context fit: Jack Daniel's premium, iconic branding aligned naturally with December shopping missions such as gifting, social occasions and impulse purchases
- Consistent delivery at scale: Unified creatives across 397 stores ensured strong brand recognition and reinforced salience throughout the campaign period

Share of Budget

5%



ROAS

9X