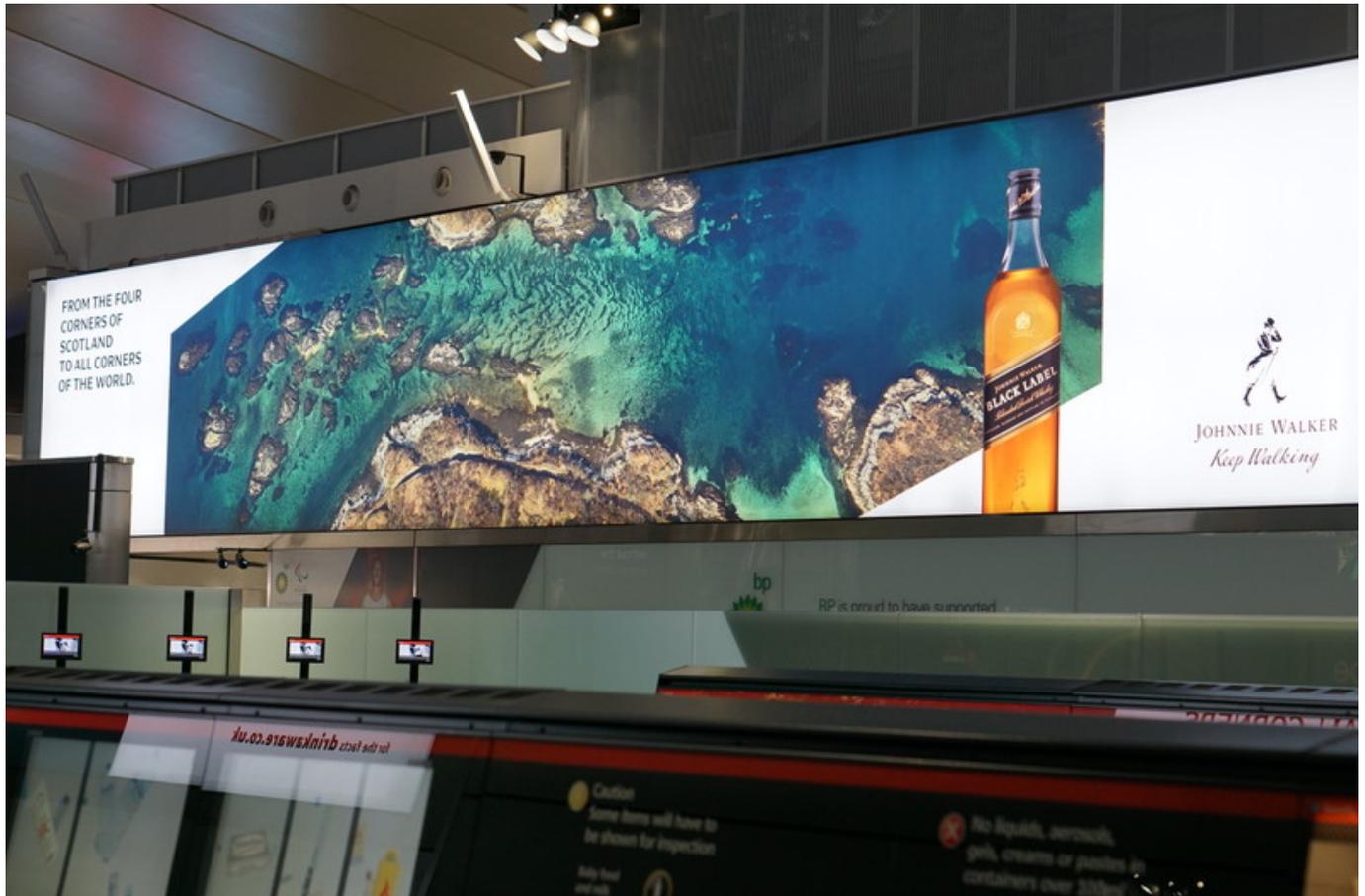


New Johnnie Walker marketing campaign takes off this summer

By **Hibah Noor** on June, 12 2018 | Retailers





The latest in the Johnnie Walker brand's line of Keep Walking campaigns features on airport panels at global gateways

Diageo Global Travel has launched multi-million pound marketing campaign in Europe's biggest airports this summer.

The latest in the Johnnie Walker brand's award-winning line of Keep Walking campaigns will feature prominently across all London Heathrow terminals and Edinburgh Airport.

Travelers will be treated to spectacular aerial photographs of Scottish locations, thanks to a multi-million pound media investment by the drinks giant.

The latest in the Johnnie Walker brand's award-winning line of Keep Walking campaigns will feature on static and digital channels, including on airport panels, at global gateways on digital towers in Heathrow T2 and T5, at Departures, and it will also be visible in the British Airways lounge in Heathrow.

It will also appear on the front cover of BA's inflight magazine High Life and on inflight entertainment on all BA flights, among other locations.

Passengers will also be able to enjoy the new film on digital screens shown across permanent Johnnie Walker fixtures all over the world.

Anna MacDonald, Marketing Director, Diageo Global Travel, said: “We are delighted to launch the Johnnie Walker campaign in global travel in the United Kingdom, the home of Scotch whisky, to take consumers on a journey from the four corners of Scotland to the four corners of the world.

“In keeping with the long-standing Johnnie Walker philosophy of progress, we recognize that in life it’s not just about where you are going; it’s about who you walk with on the journey and we are confident travelers will enjoy coming face-to-face with the history and pioneering spirit of this much-loved Scotch whisky.”

Featuring stunning imagery of landscapes from across the Highlands, the Islands, Speyside and the Lowland regions of Scotland, the new campaign aims to bring to life the heritage of the world’s most popular Scotch whisky.

John Williams, Johnnie Walker Global Brand Director, said the campaign was a chance to “put a spotlight on the fact that we bring together exceptional tasting Scotch whiskies from every corner of Scotland”.

He continued: “I’m particularly excited to see the campaign come to life in global travel as we know that Johnnie Walker is synonymous with millions of travelers across the world as a Scotch whisky that people can enjoy when they get together with friends and family.”

The new Johnnie Walker campaign will be live in London Heathrow and Edinburgh Airport until September 2018.