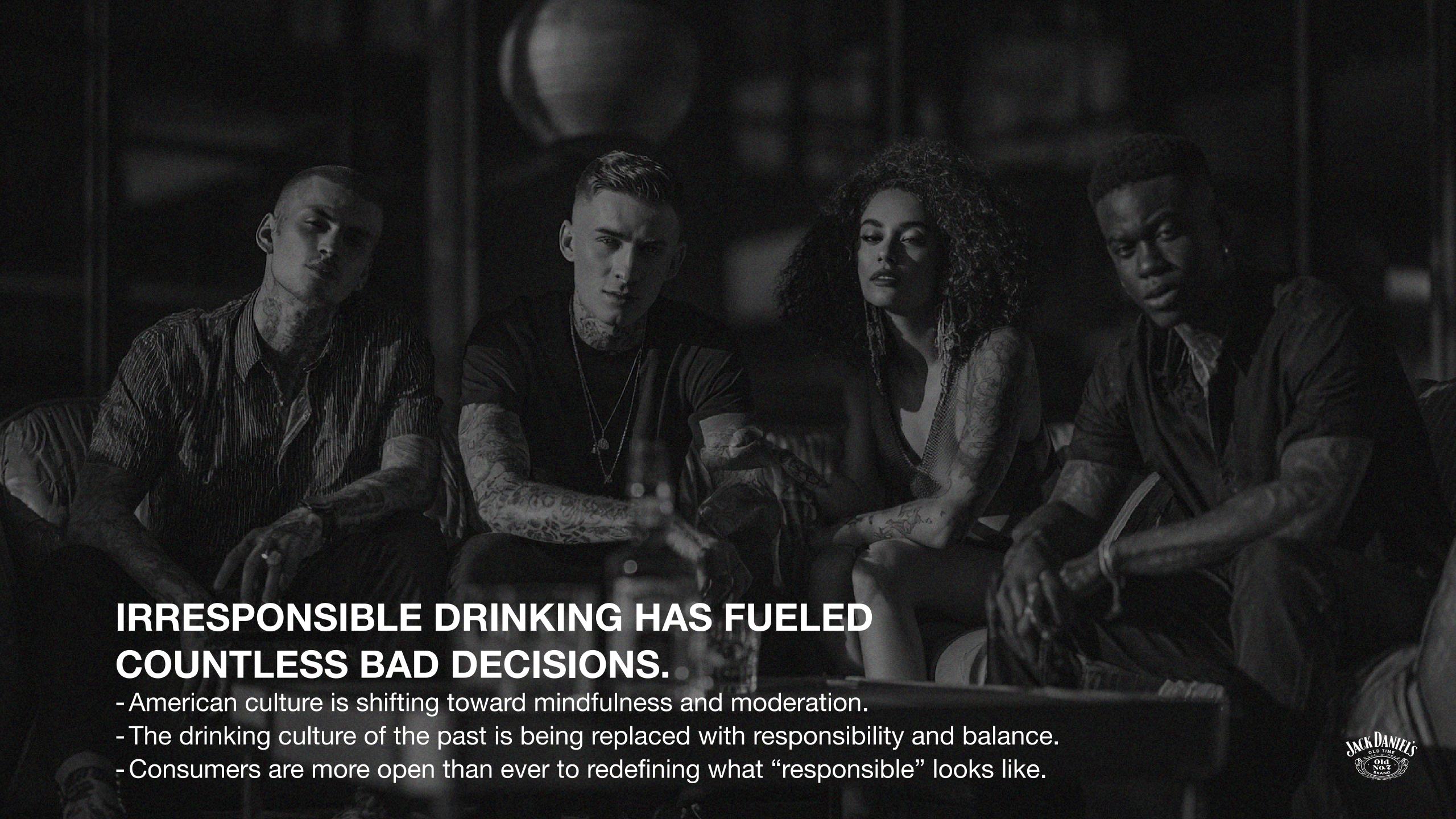
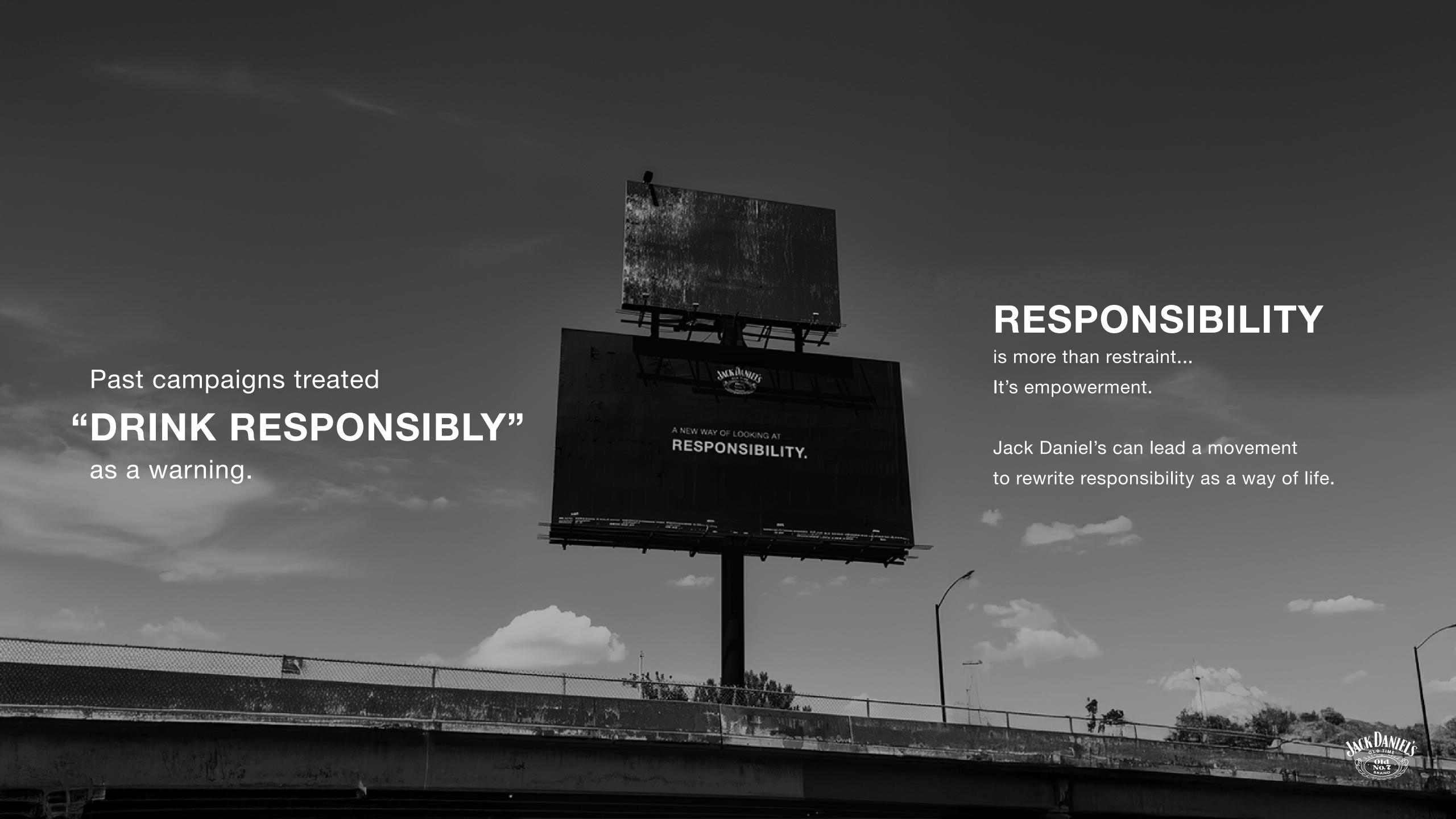
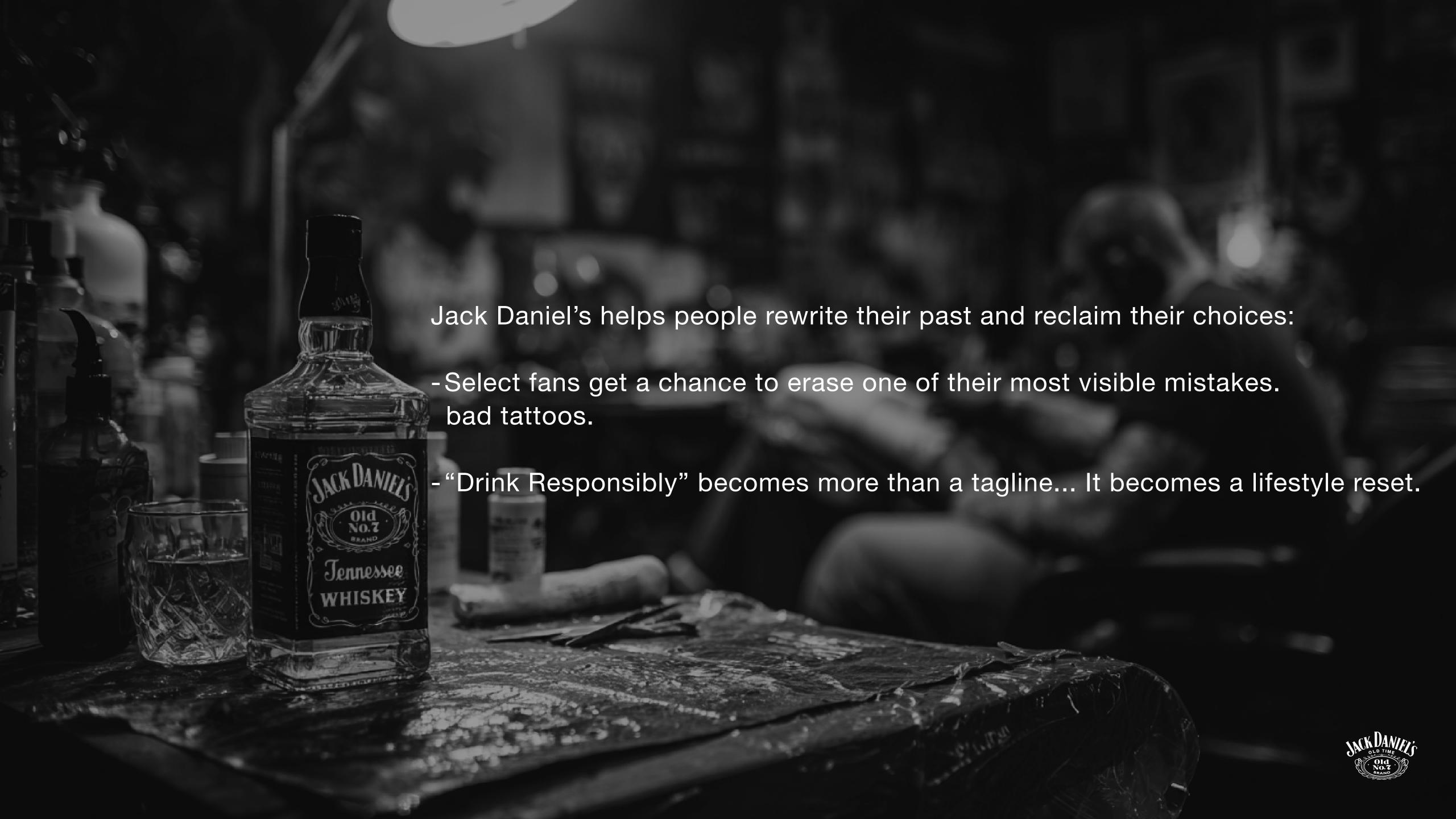


MISTAKE ERASER

SOME THINGS YOU CAN UNDO. SOME YOU CAN PREVENT.







- -Partner with tattoo removal and cover-up artists.
- -Launch the Mistake Eraser Studio Tour JD-branded mobile clinics at cultural hotspots.
- -Showcase the transformations across social media.

MESSAGING

-Some mistakes stick. Drinking responsibly doesn't have to be one of them.

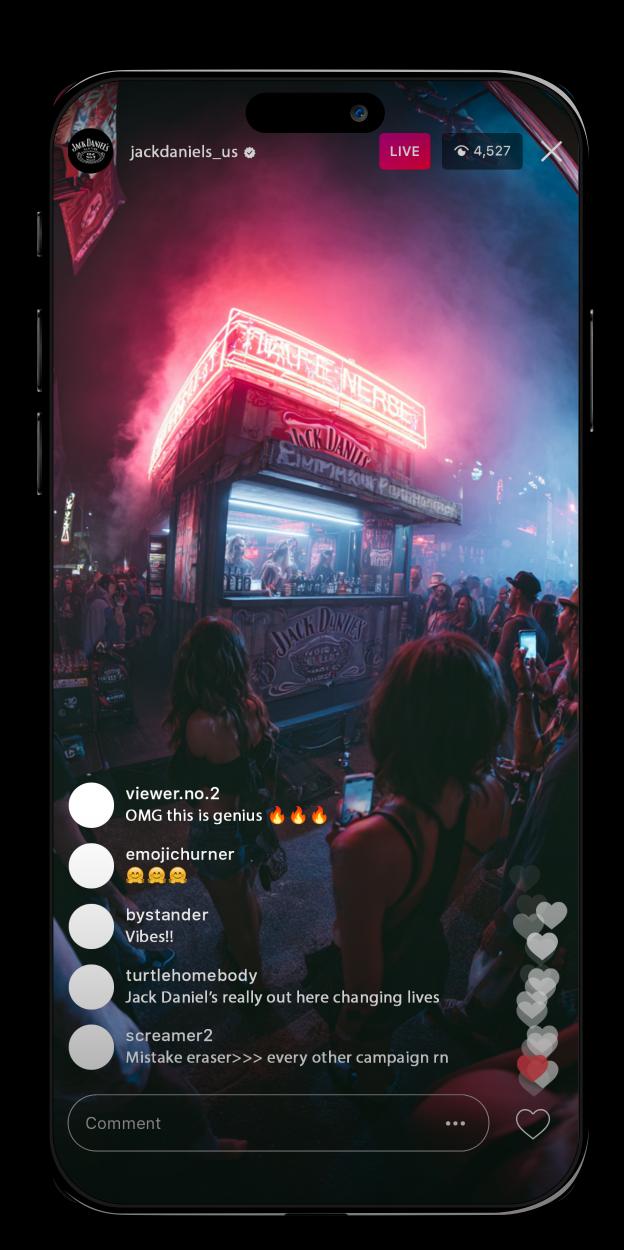






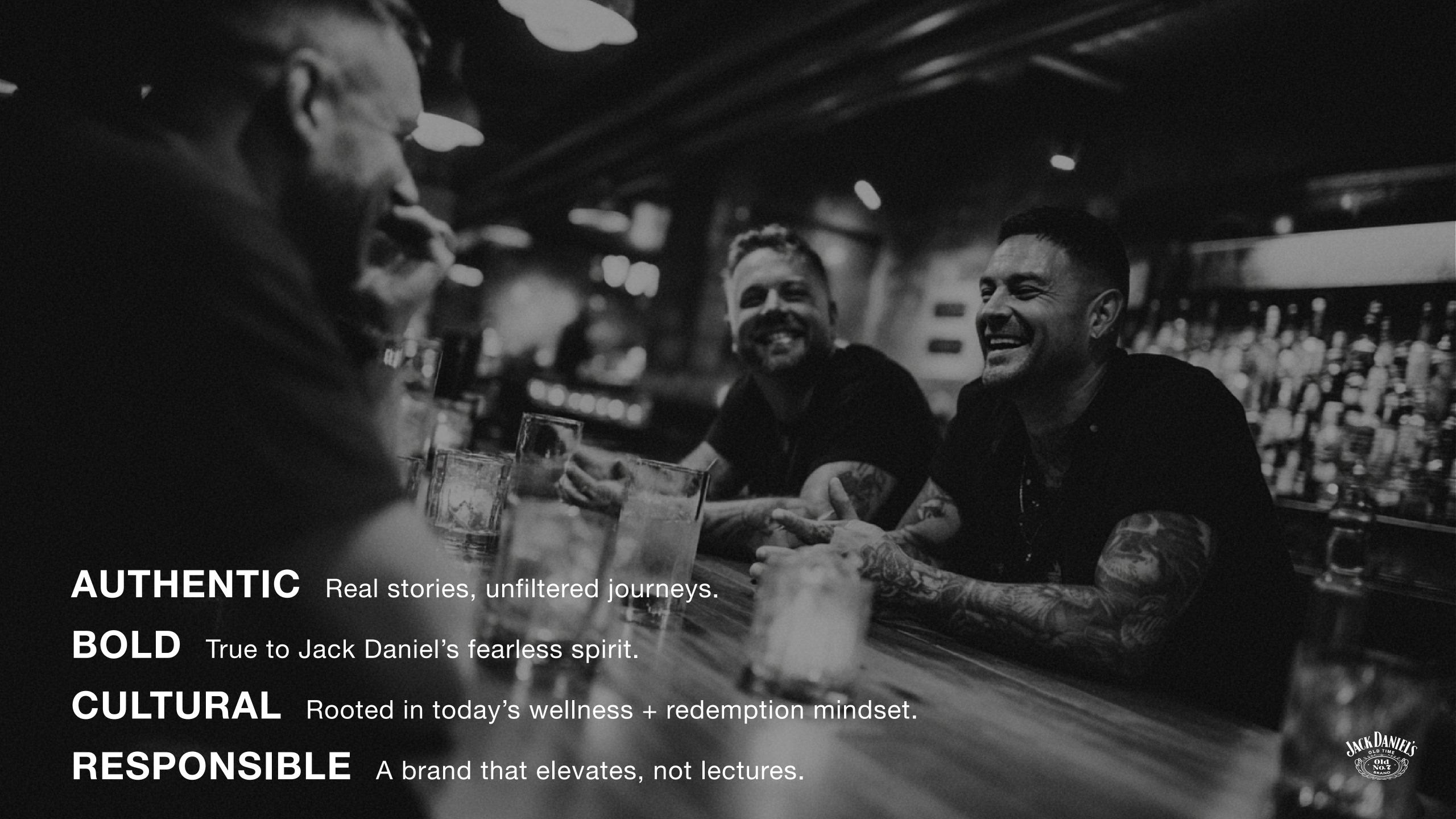
Mistake Eraser Tour at music festivals, nightlife hubs, and sporting events.

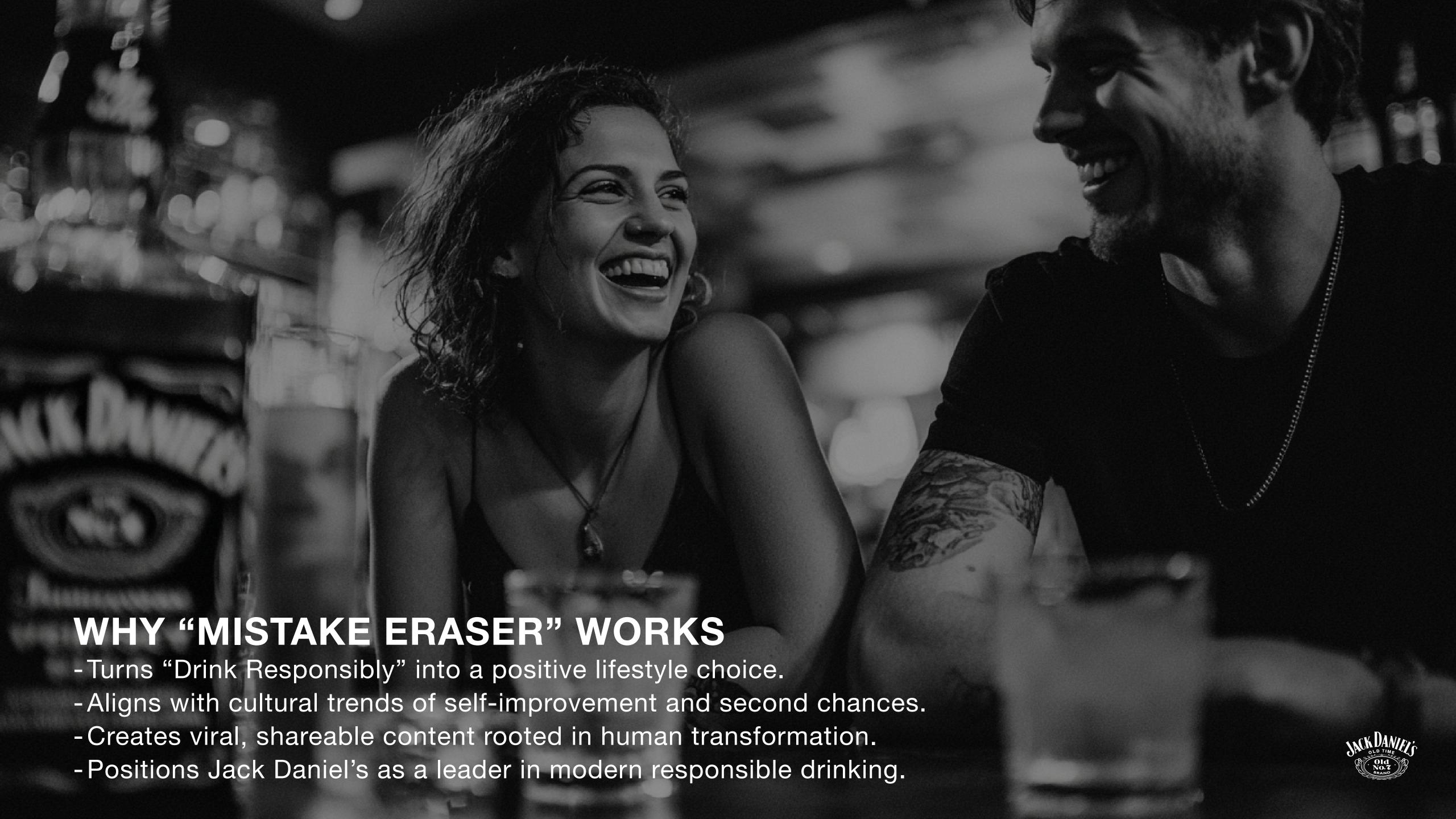
Tattoo artists live-stream cover-ups sponsored by Jack Daniel's.













TAGLINE OPTIONS

"Mistake Eraser: Some things you can undo. Some you can prevent."

"Not all mistakes can be erased. Drinking responsibly can."

"Drink Responsibly. Erase Regret."

"Jack Daniel's Mistake Eraser — Because wiser choices start here."





LET'S MAKE RESPONSIBILITY ICONIC.

Jack Daniel's Mistake Eraser will inspire people to erase regrets and embrace responsibility as a way of life.

