



MEMORY ERASER

Wish

SOME THINGS YOU CAN UNDO. SOME YOU CAN PREVENT.

ANFERNEE PETTIS + ALEXANDRA TSARPALAS



IRRESPONSIBLE DRINKING HAS FUELED COUNTLESS BAD DECISIONS.

- American culture is shifting toward mindfulness and moderation.
- The drinking culture of the past is being replaced with responsibility and balance.
- Consumers are more open than ever to redefining what “responsible” looks like.

Past campaigns treated
“**DRINK RESPONSIBLY**”
as a warning.



RESPONSIBILITY

is more than restraint...

It's empowerment.

Jack Daniel's can lead a movement
to rewrite responsibility as a way of life.






Jack Daniel's helps people rewrite their past and reclaim their choices:

- Select fans get a chance to erase one of their most visible mistakes. bad tattoos.
- “Drink Responsibly” becomes more than a tagline... It becomes a lifestyle reset.



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- 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.

Channels + Execution





Mini-docs of tattoo removal journeys.
“Before & After” stories shared on TikTok, Instagram Reels, and YouTube Shorts.



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

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



A black and white photograph of three men sitting at a bar, laughing and talking. The man on the left is in the foreground, slightly out of focus. The two men behind him are more in focus, smiling and laughing. There are glasses on the bar counter. The background shows a well-stocked bar with many bottles.

AUTHENTIC Real stories, unfiltered journeys.

BOLD True to Jack Daniel's fearless spirit.

CULTURAL Rooted in today's wellness + redemption mindset.

RESPONSIBLE A brand that elevates, not lectures.





WHY “MISTAKE ERASER” WORKS

- Turns “Drink Responsibly” into a positive lifestyle choice.
- Aligns with cultural trends of self-improvement and second chances.
- Creates viral, shareable content rooted in human transformation.
- Positions Jack Daniel’s as a leader in modern responsible drinking.





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.

