



LUMINARY PROGRAMMING





JACO



LUMINARY

'A person who inspires or influences others, especially one prominent in a particular sphere.'





SITUATION

In the current brand climate, traditional marketing and sales fall short when it comes to establishing meaningful, emotional difference.

As this becomes generally understood, advocacy is becoming a hotly competitive field.

In order to increase relevance, it is more advisable than ever for brands to recruit an influential spokesperson that is knowledgeable, reputable, and strategically integrated.

CHALLENGES

Brand Ambassadors are a superb resource for drinks brands as they are natural communicators, creatives and relationship builders.

However, structure costs and management resources can be high-priced, especially while the strategic, disciplined marketing side of advocacy is learned.

In addition, without proper insight or strategy in place, advocacy becomes an unstructured and esoteric department. This results in a culture of ineffectual and sporadic tastings and activations.



BRAND LUMINARIES

High-profile professionals on the cutting edge of modern hospitality, complete with current credibility and status. The Luminaries working with Jago are genuine thought-leaders, creatives and communicators. Assignments are tailored uniquely - always.

Brand Luminaries only work in partnership with brands alongside their present roles within the on-trade. As a result, they offer greater scope for authentic engagement than that of traditional ambassadors, and remain in place at the forefront of the drinks industry.

Furthermore, by operating as external consultants under the Jago umbrella, Brand Luminaries improve advocacy output while converting typical headcount cost to the all-important A&P budget.



EXAMPLE PROFILES



MARIA KONTORRAVDIS

A BAR WITH SHAPES FOR A NAME

"Brand work has helped me push my creative boundary with the right kind of support and nurturing in the process."



LA'MEL CLARKE

SEED LIBRARY

"Brand work has allowed me to take skills that I've gained in my day to day working life, and explore them on a bigger landscape."



KEILA URZAIZ DE CALIGNON

SATAN'S WHISKERS

"I genuinely really enjoy the challenge - different brands, requirements and challenges. It's exciting and refreshing and pushes me out of my comfort zone."



HOW IT WORKS

With extensive experience across both top-tier hospitality and the forefront of drinks advocacy, Jago is perfectly positioned to help brands work effectively in partnership with Luminaries.

We take care of training, brand induction and management. We provide the strategic guidelines in order to align their full creative potential with your brand, as well as leveraging their influence in the on-trade and beyond.

Naturally, the structure applied to your partnership will be customised in line with brand vision and approach, as well as to integrate with your wider brand strategy, ensuring consistency in messaging and engagement through the line.

Whether your advocacy takes the form of tastings, parties or education programmes - content creation, innovation launches or general brand representation - to be applied in the on-trade or off-trade - the strategy will be delivered.

With clear KPIs and data reports in agreed frequencies, you can properly monitor your brands achievements.





Effective, custom, **strategically deployed advocacy** delivered by **current leaders** in the drinks industry.

Inducting, training and nurturing talent is taken care of, **saving management time and resources.**

Headcount hassle is removed, allowing your company to **reallocate budget from structure to A&P.**





Contracts are flexible by design in order to accommodate a wide range of budgets. Whether you plan to activate across the year or power period only, there is a Luminary solution.

To arrange an introductory meeting, contact details provided below:

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