

THE
BULLEIT
PIONEER PROJECT

BULLEIT
FRONTIER
WHISKEY

 **United
Masters**

THE BACKGROUND

Frontier

Bulleit Frontier Whiskey has long been obsessed with challenging the status quo and treading new ground.

This relentless pursuit of reinvention we call the Frontier Spirit.

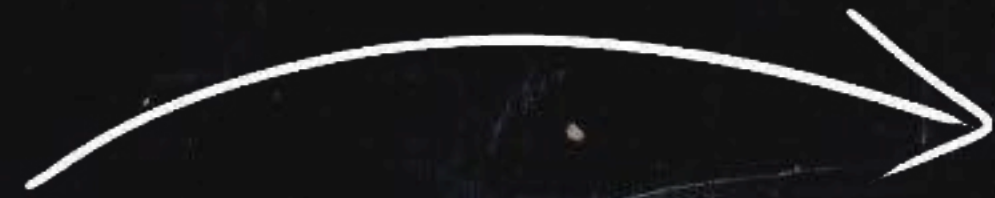
We set out to build a platform to celebrate this mindset. To unite others stirred by this passion and inspire the next generation of those looking to push past what is, in pursuit of what could be.

THE BACKGROUND

THE
BULLEIT
PIONEER PROJECT

A celebration of those on the frontier of culture
from Bulleit Frontier Whiskey and UnitedMasters

CAMPAIGN OBJECTIVES



**UNLEASH AND CELEBRATE THOSE ON
THE FRONTIER OF CULTURE**



UPLIFT EMERGING PIONEERS



**AWAKEN THE FRONTIER SPIRIT IN
MILLIONS OF AMERICANS**

BUILD THE BULLEIT PIONEER PROJECT INTO A MULTI-YEAR PLATFORM THAT CAN BE THE BEATING HEART OF THE BRAND

THE INSIGHT

Mentorship is one of the most valuable yet least accessible tools to those looking to further their craft. Access to the right people with the right know-how is tough to find.

It was crucial that this campaign went beyond just offering inspiration and celebration. It had to deliver impact. We set out to ensure that as well as celebrating current pioneers, we were uplifting emerging pioneers by unlocking previously inaccessible mentorship opportunities.

WHY UNITEDMASTERS?

UnitedMasters is a platform that supports independent music artists and creators to operationalize their craft. It provides them with access to tools, software, education and unique partnership opportunities to maximize their creative and economic potential while maintaining full ownership over their careers and the master recording rights to their music.

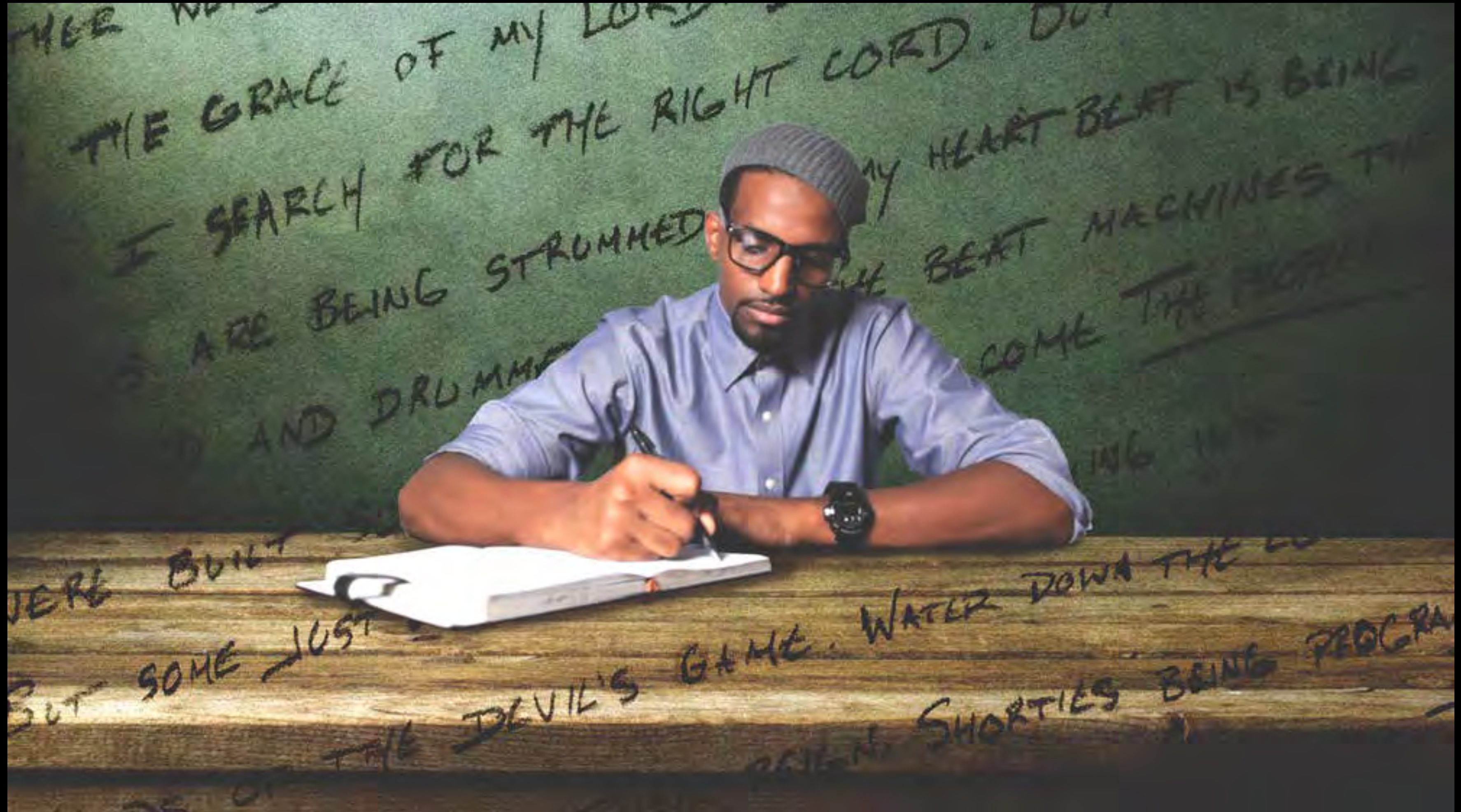
Every day, UnitedMasters works with independent artists who are doing new things. Who embody the Frontier Spirit. This made the company the perfect partner for this project.

THE FACE

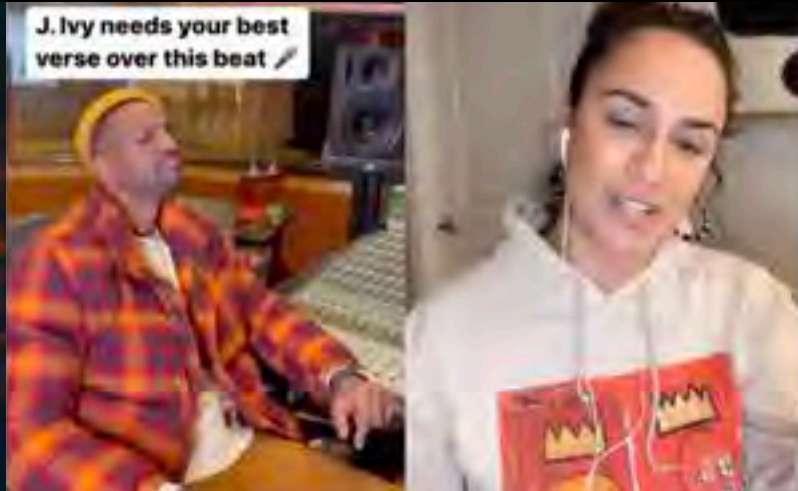
We enlisted the help of spoken word poet, J. Ivy to be the face of the campaign.

One of UnitedMasters' shining stars, J.Ivy is the Chicago Chapter President of the Record Academy and the first spoken-word artist to hold this position.

He fought to get spoken word to be a recognized category in the 2023 GRAMMYs, and in the first year of the category's existence, was up for a GRAMMY himself for his album 'The Poet Who Sat By The Door.'



THE CAMPAIGN ON A PAGE



Launch:

Press announcement to set intentions for the project and excite the world

Remix Challenge:

Social search to find talented lyricists to win 1:1 mentorship with J.Ivy

TVC

Emotive short film penned by J.Ivy encapsulating the Frontier Spirit, alongside 100-Hour Commitment of mentorship

Eco-conscious film premier

Film premiere bringing frontiers in sustainability together to launch the film eco-consciously

Celebration of Independence

Presence at UnitedMasters biggest event of the year

GRAMMY winner

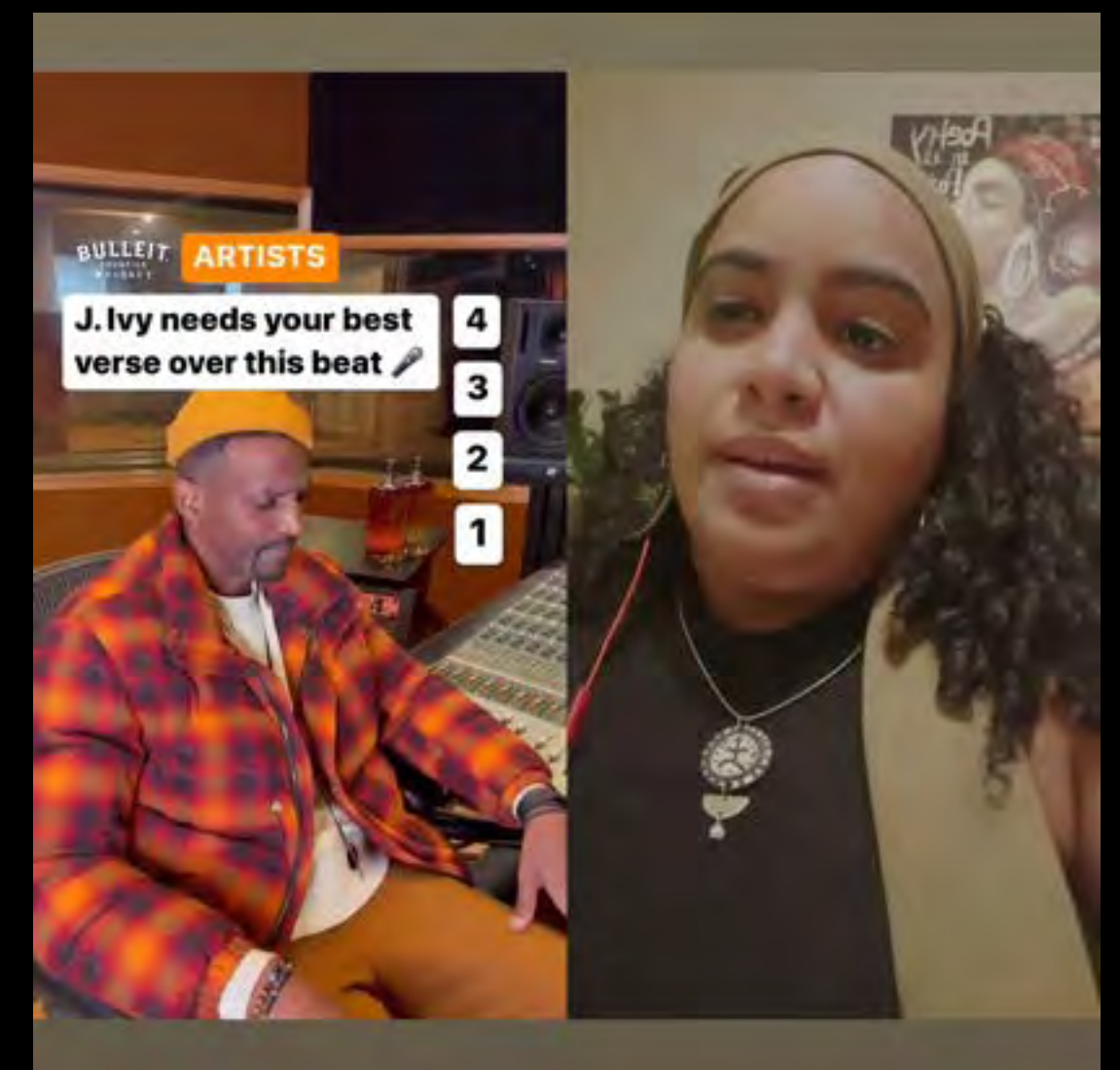
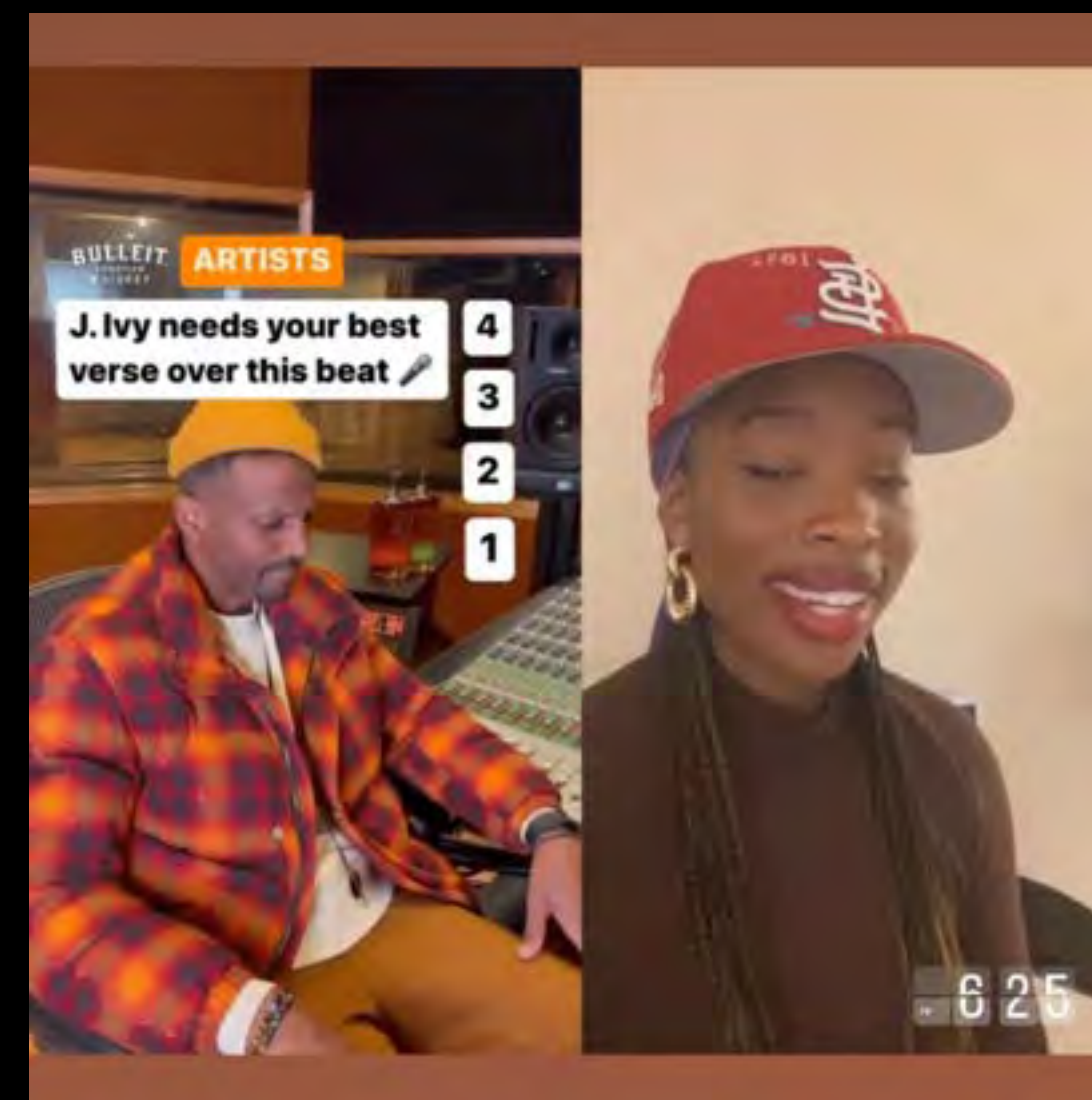
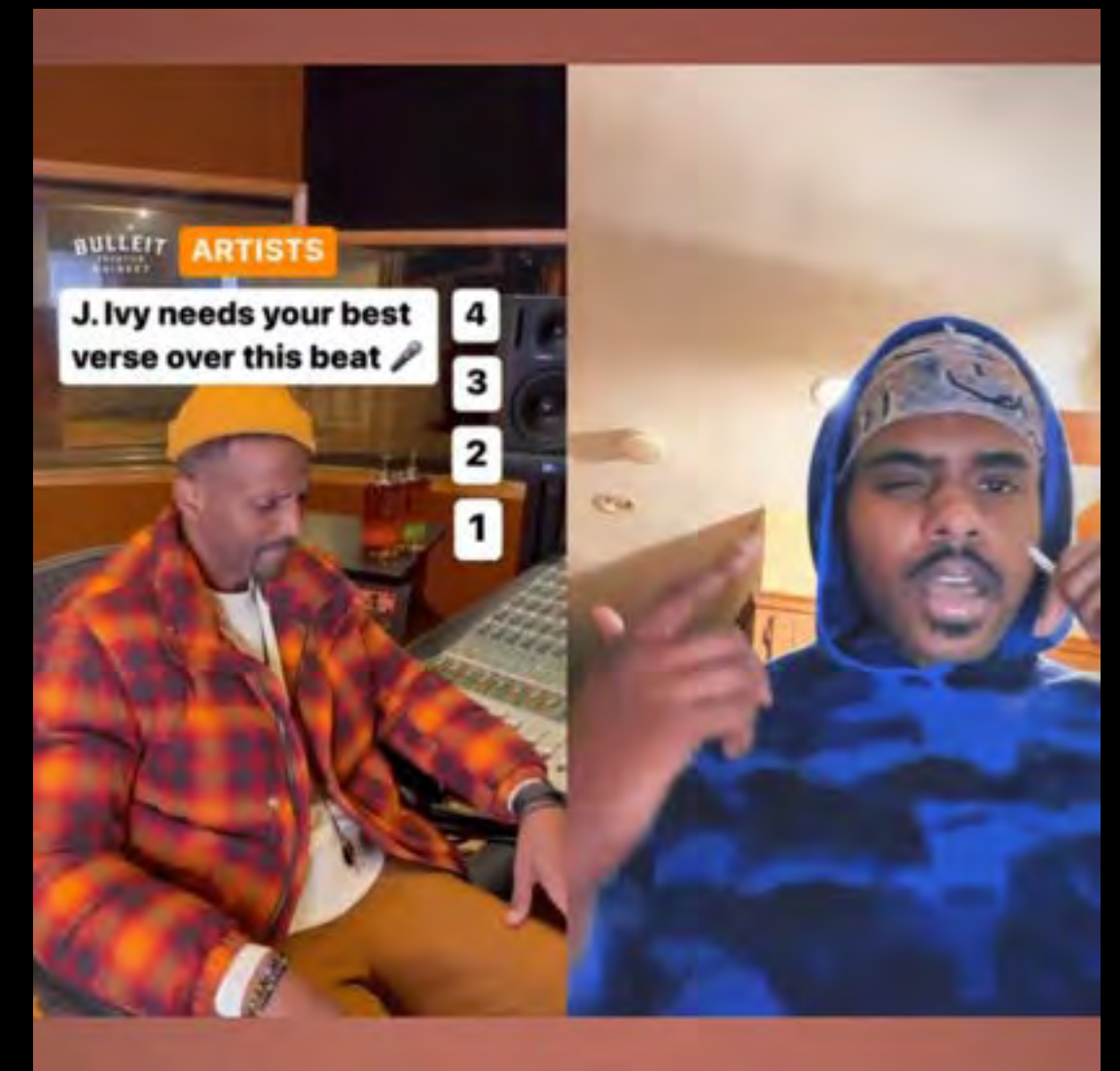
J.Ivy picked up the gong for the best spoken world album of the year

THE DETAILS

We kicked off announcing the Bulleit Pioneer Project to press, cementing our relationship with UnitedMasters and setting our intentions for the project.

The Remix Challenge was the next installment. This social-led search started with a call out for talented lyricists to spit some lines to a J.Ivy beat, articulating what the Frontier Spirit meant to them.

This generated 2.7m impressions and received 34.7k social engagements. What's more, the content had 497% more views than Bulleit's six month average on Instagram videos.



THE DETAILS

Next up, J.Ivy put his own pen to paper and wrote "A Toast To The Times," a short film that championed those living on the frontier of culture, and the persistent and passionate spirit needed to break the status quo - a mindset powerfully captured by J. Ivy.

His emotive poem speaks of "those who aren't afraid to tap into their greatness," and states "wisdom is weaved in the waves we make."

His words are accompanied by mixed media visualizations including original footage, illustration, animation and typography, curated by Mexican filmmaker, Carlos Lopez Estrada.

This film was supported by the announcement of the Bulleit 100-Hour Commitment, an ambitious promise to facilitate 100-Hours of mentorship between emerging pioneers and UnitedMasters' top talent - which spans musicians, writers, producers, DJs, alongside A&R and marketing experts.

These hours are being distributed across 2023.



"Since the beginning, Bulleit has not just embraced the new - but invented it - and this is why we seek out those at the forefront of their craft. The year ahead is exciting for us - not just because we'll continue to collaborate with other world-class talent - such as J. Ivy and Carlos Lopes Estrada - but because we can play a part in giving a microphone, a pen or a stage to the next pioneers in culture"

**Sophie Kelly, Senior Vice President of Whiskeys at
Diageo North America.**

THE DETAILS

We launched the film at an eco-conscious film premiere in LA, days before the GRAMMYS. Every part of the celebration was considered to minimize its impact on the Earth, including upcycled furniture, a "root to stem" menu, and local recycling and composting partnerships.

- Designer and builder, Jimmy DiResta was responsible for furniture and created metal tables from 100-year old doors, as well as an up cycled Bulleit bar from wood from a 1700s farm and junkyard scrap metal.

- Chef Josh Gill was responsible for food. Creating a "root-to-stem" menu that incorporated all part of the produce in the dish. All food was sourced from within 30 miles of the event venue.

- Mixologist Stephanie Reading created cocktails using the same ingredients in the food to minimize waste.

- There was no single-use plastic throughout the space, alongside 100% sustainable glassware.

- Finally, a partnership with Compostable LA ensured that all food waste was collected and turned into a superfood to fertilize LA soil.



THE DETAILS

As well as a Q&A with J.Ivy and the first public screening of the film, we welcomed the Remix Challenge winner to the stage. UnitedMasters talent also graced the stage in front of a 300-strong crowd as entertainment to make it the hottest eco-conscious party during GRAMMYS week.



THE DETAILS

Alongside press, LA-based influencers were invited to the event to ensure social buzz across not just LA but the state.



THE COVERAGE

ADWEEK

AD OF THE DAY

Bulleit Frontier Whiskey Makes 'A Toast to the Times' and a Commitment to Creatives

The brand teams with award-winning poet J. Ivy and agency Anomaly

By Sara Century | February 7, 2023



J. Ivy raises a glass to beauty and chaos. Bulleit Frontier Whiskey

BLAVITY



MUSIC, NEWS

J. Ivy, Winner Of The First Grammy For Best Spoken Word Poetry Album, Debuts Short Film With Bulleit Whiskey

THE KNOCKTORNAL

On The Scene: Grammy Winning Poet J. Ivy & Bulleit Frontier Whiskey Unveil "A Toast To The Times"



THE ROOT

Bulleit Frontier Whiskey is Raising a Glass to Emerging Artists

The Root spoke with GRAMMY-nominated spoken word artist J. Ivy about his partnership with the brand to celebrate those on the frontier of culture

By Angelle Johnson | Published February 7, 2023 | Comments (1)



Photo: Bulleit Frontier Whiskey



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Joylux vFit Gold Device



Post-menopausal confidence
This device is a fraction of the cost of laser treatments but does the same thing. It applies thermal heat from LED and sonic technology to encourage blood flow, which helps resolve vaginal dryness.

BIZBASH

Bulleit Hosted an Eco-Conscious Event in LA—Here's How They Did It

The whiskey brand celebrated the release of a new short film with sustainability in mind.

Michelle Laatik
February 8, 2023



Mixologist Stephanie Reading serves up one of the event's signature cocktails—the "tea"-cosmo, a non-alcoholic option with Seedlip Spice 94, coconut, citrus, and pineapple.

Photo: Courtesy of Bulleit Frontier Whiskey

WHISKEY RAIDERS

'For the Dreamers, the Fearless Trailblazers, the Pioneers': Bulleit Frontier Whiskey Taps Grammy-Nominated Poet for Short Film

David Morrow | Feb 2nd, 2023, 4:27 pm

SHARE



(Image: Bulleit)

THE DETAILS

Next up was the Celebration of Independence – UnitedMasters’ largest event of the year that put some of the biggest independent artists onto the stage.

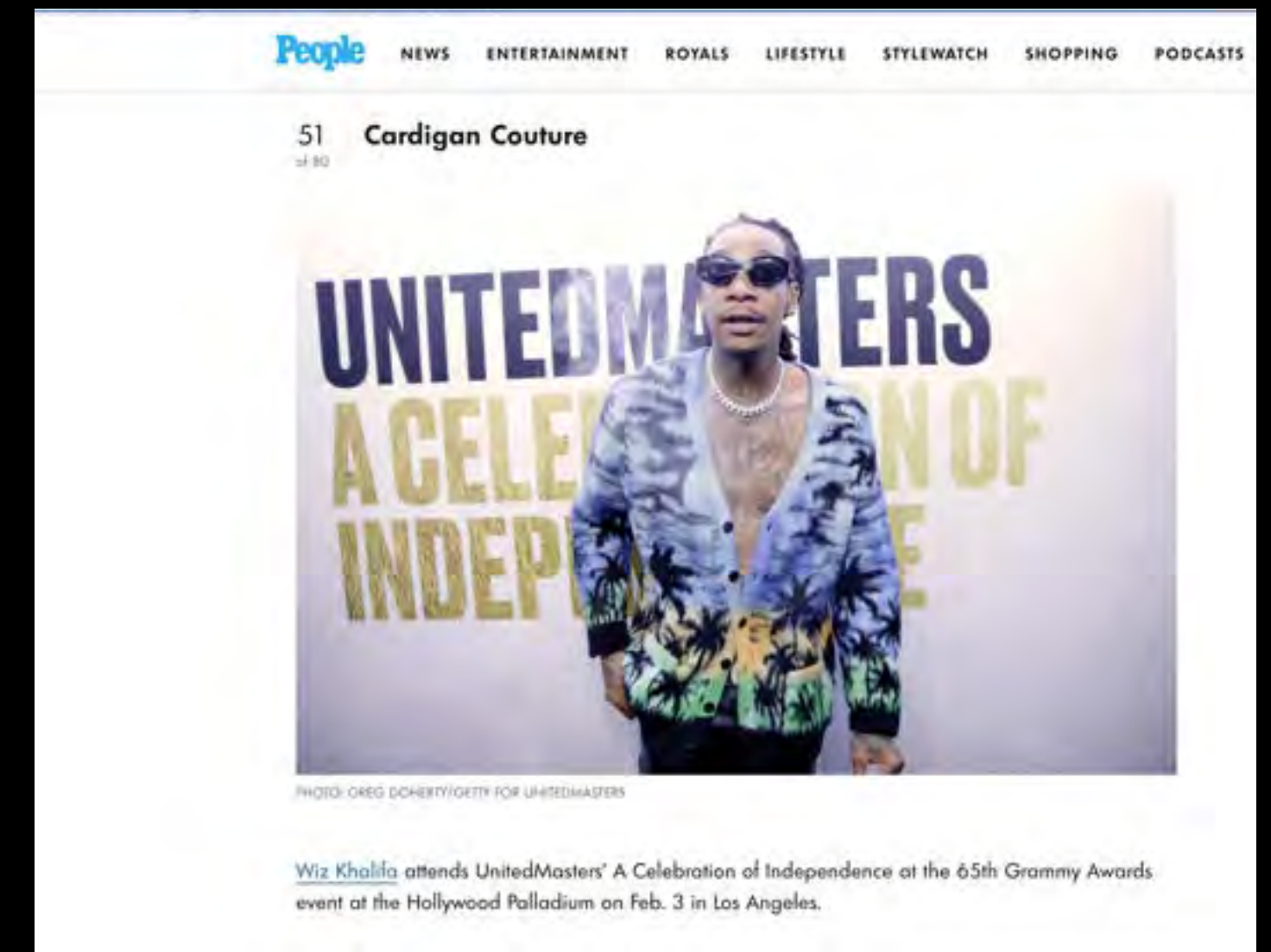
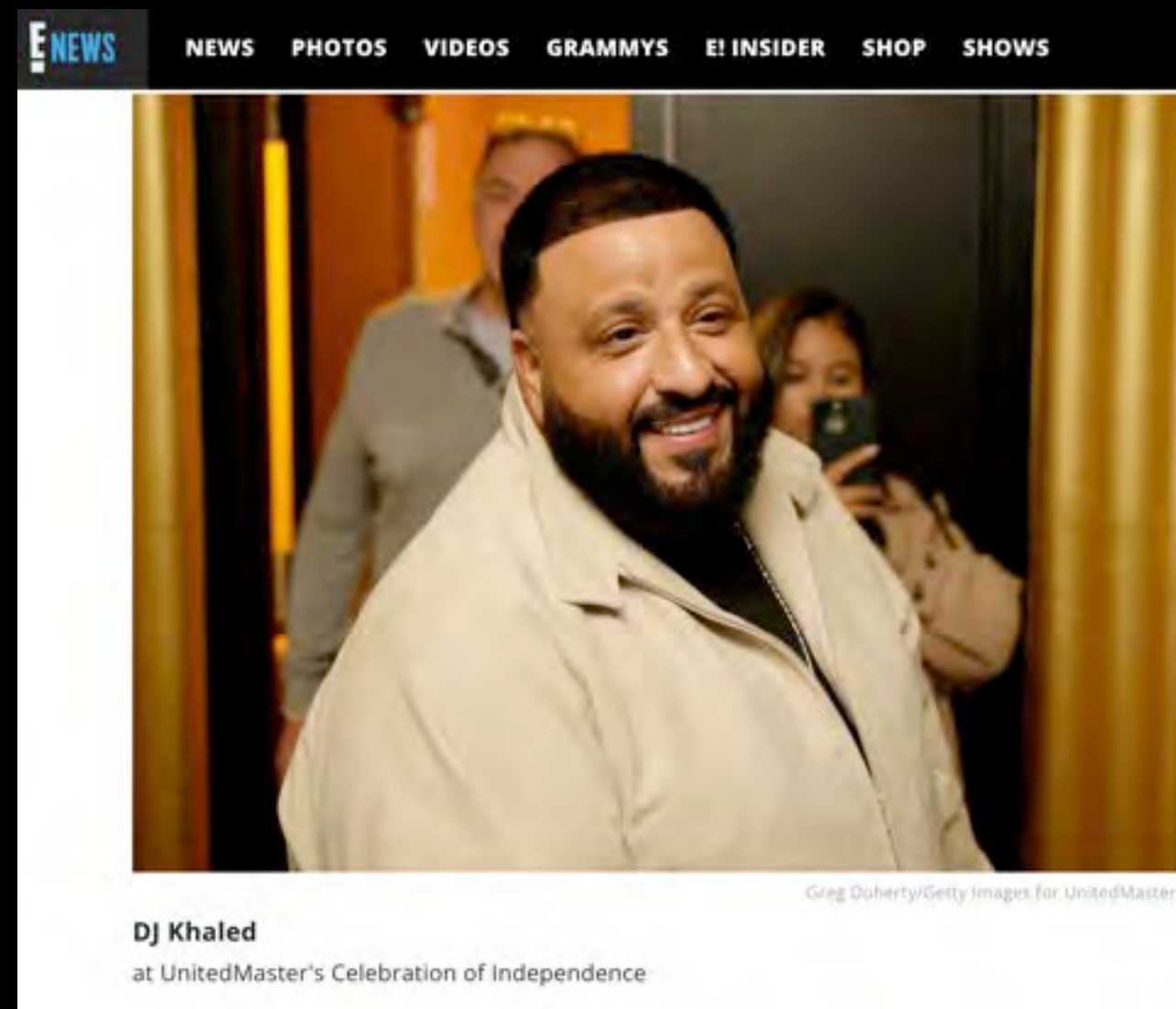
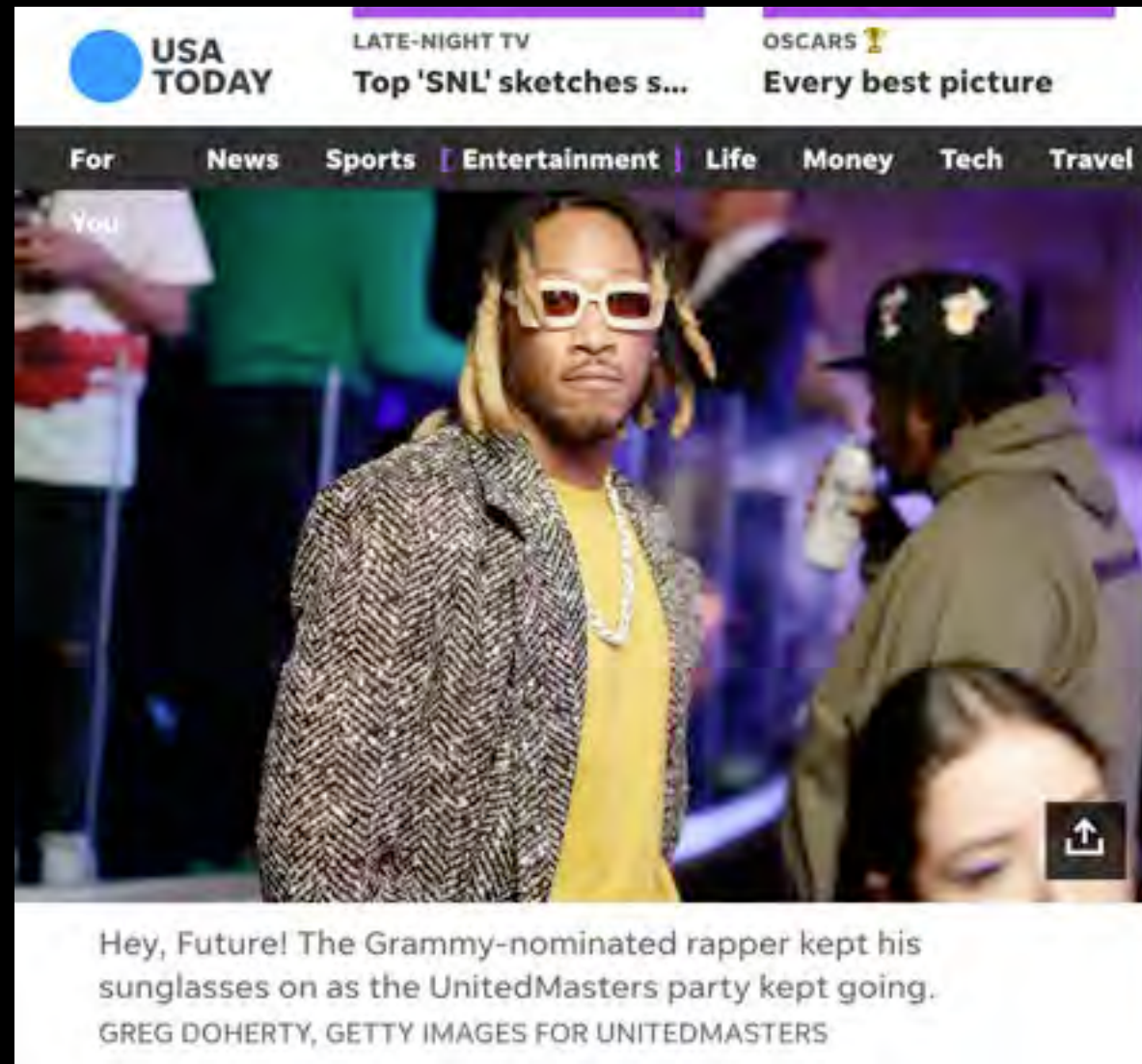
Throughout the space, Bulleit had six bars, bespoke cocktails and a branded photo booth.

4,300 people attended (with 25k more on the waiting list).

In the VIP booth, Bulleit cocktails were enjoyed by heavy hitters such as Beyonce, Jay Z, Nas, Jermaine Dupri, Grandmaster Flash and Future to name a few.



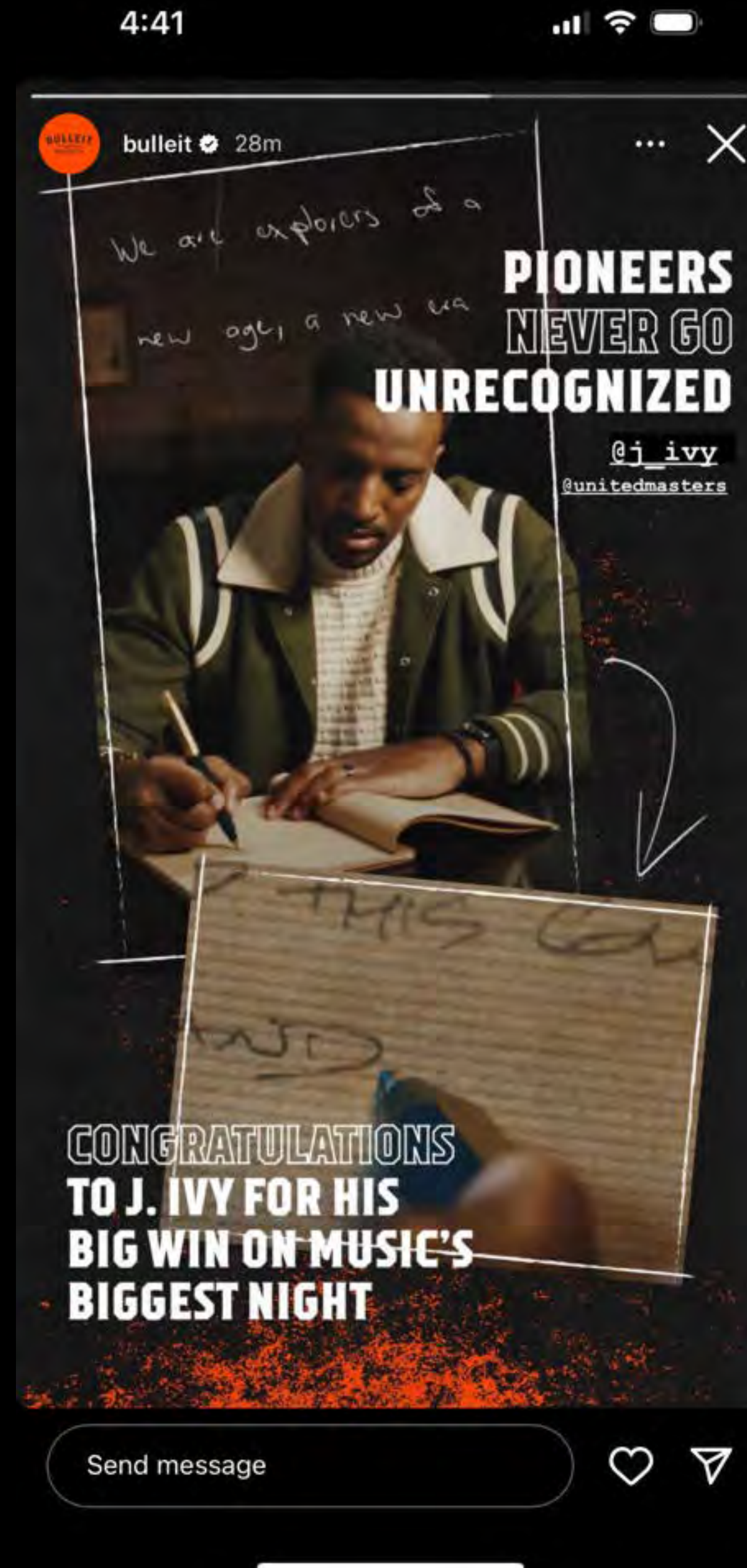
THE RESULTS



THE CHERRY ON TOP

The final part of the project was one we could not plan for. On the evening of the 2023 GRAMMYS, J.Ivy picked up the trophy for the best spoken world album of the year - a category he had fought hard to to be taken seriously by the Academy.

This was a win for J.Ivy, for UnitedMasters, for Bulleit and for all those that share the frontier mindset and dare the dream.



.@J_Ivy is the first-ever winner of the Best Spoken Word Poetry Album award at the #Grammys 🏆
p4k.in/P6hRLEu



THE NUMBERS

369

pieces of
earned
coverage

3.5BN

earned
reach

65%

of coverage
included all
key messages

\$28M

advertising
value
equivalency

274M

social
impressions

1 IN 4

drinkers
aware of the
partnership

1 IN 3

believe Bulleit
cares about
independent
artists

1 IN 3

think Bulleit
is an
innovative
company

1 IN 4

think Bulleit
is an
inclusive
company

32%

more likely
to buy Bulleit
as a result of
the partnership