



## Johnnie Walker Black Label

Voces del Futuro

Cultural storytelling designed for scale across Latin America

# THE CHALLENGE

Johnnie Walker Black Label set out to connect with younger Latin American audiences through culturally relevant storytelling.

The campaign needed to feel authentic to diverse communities while maintaining the standards of a global premium brand.

It required balancing local voice and identity with a cohesive creative direction that could scale across multiple markets.



# THE DECISION

Rather than relying on real-world environments, I defined a controlled visual approach that prioritized brand integrity while reinforcing cultural relevance.

This allowed each story to feel intentional and distinct, while staying aligned with the brand's premium identity.

I aligned early with creative and brand stakeholders to establish clear parameters—so decisions could be made quickly without diluting the core idea.



# EXECUTION

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The controlled approach allowed each story to be shaped with precision while maintaining a consistent visual standard across the campaign.

By defining clear parameters up front, the team was able to move efficiently while keeping the work cohesive and focused.

This kept the work cohesive at scale while allowing each story to remain distinct



# THE OUTCOME

The campaign established a consistent visual standard across multiple markets while maintaining the individuality of each story.

The work supported Johnnie Walker's broader strategy to deepen engagement with younger audiences in Latin America.

The campaign aligned with renewed growth across Diageo's Latin America business following a period of decline.

