Johnnie Walker is to launch a new global, integrated marketing campaign – the Keep Walking Project - from 29 September to showcase a series of pioneering ideas which could help the world take a step forwards.

‘Keep Walking’ was introduced as a strapline in 1999. It represents the ‘Walker spirit of progress and perseverance’. Out of this fell the brand’s most recent campaign ‘Walk With Giants’ which shared the stories of some male celebrities such as; Sir Richard Branson, Sir Ranulph Fiennes, Lewis Hamilton, Jenson Button and Ozwald Boateng.

Inspired by the ‘Keep Walking’ strapline, the new campaign will be supported by an above the line campaign and will harness the power of social media to galvanise support for three ‘innovative initiatives’ in the fields of the arts, technology and business.

Fully interactive, consumers in each participating market will be urged to debate and ultimately decide which initiative they think has the most potential to shape the future in their country.

‘STEP TOGETHER’
The campaign will culminate next Spring when Johnnie Walker will bring the preferred initiatives to life in each participating market – Bulgaria, Brazil, Greece, Lebanon, Spain, Thailand and Vietnam. The project will be run from central Facebook hubs and feature TV, outdoor and digital activity as well as a dedicated free iPhone app.

TV adverts will air around the world from 29 September and run throughout the course of the campaign. Titled ‘Step Together’, the advert features a young man who encourages members of his local community to work together to discover a better environment to live in.

Consumers will be able to help shape the outcome of the campaign by earning ‘steps’ – a virtual currency that can be attributed to each initiative – by participating in a series of challenges on official Johnnie Walker Facebook pages or via a free iPhone pedometer app.

Gavin Pike, Global Brand Director for Johnnie Walker, said the campaign aims to build affinity with inventive, open-minded consumers who want to progress in life, never standing still.

‘FOUNDED IN 1820’
“The Keep Walking Project embodies the Johnnie Walker spirit of progress, which enabled three generations of the Walker family to grow a small grocery store founded in 1820 into the world’s number one Blended Scotch Whisky.

“We’re building on decades of innovation in advertising to launch the first participative Johnnie Walker campaign. This bold next step for the brand will offer our consumers a collective sense of participation and achievement and hopefully spark new thinking about what can be achieved by working together.

“By using our communications to encourage like-minded consumers to connect, collaborate and champion causes that inspire them we will deliver a deeper engagement with our brand as well as showcasing some of the pioneering thinking that could lead us towards a better future.”

Each of the three initiatives chosen for year one embodies the Johnnie Walker notion of progress:

**Pavegen**: Powering urban areas using only footsteps Pavegen’s pioneering paving slabs convert kinetic energy from their footsteps is into renewable electricity, so everyday walking can be harnessed to power applications such as street lightning. An interactive, people-powered light-installation will appear in the markets where Pavegen earns the most steps.
Diageo launches JW 'Keep Walking' project

**Ze Frank:** Giving cities a voice In markets where Ze Frank earns the most steps, the artist will unveil a 'pop up' public artwork which reveals the local community's collective vision for their country or city. Ze Frank will use the submissions of individuals – their photos and statements of hope – as part of the inspiring piece.

**Hub Culture:** Encouraging and enabling enterprise In markets where Hub Culture gains the most support, this private network of doers and thinkers will create a pop-up space in a major city where people can develop their business ideas through one-on-one advice sessions or a series of talks led by inspiring entrepreneurs and business leaders.

The winners in each market will be announced in Autumn 2011. Each project will be executed in Spring 2012. Participating markets have the option to support the initiatives above with their own projects.