



## **AMERICAN HONEY® DARES YOU TO LEAVE YOUR BORING SIDE AT HOME, AS IT DEBUTS NEW “BAD NEWS FOR BORING” CAMPAIGN**

*The Original Honey Flavored Bourbon Declares War on Boring  
in its Largest-Ever Marketing Campaign*

**LAWRENCEBURG, KY (August 27, 2014):** Whatever your definition of boring, American Honey® implores you to brush it aside for an evening and take your awesome side out on a date. Debuting this summer, Wild Turkey American Honey®, the original honey flavored Bourbon, unveils “Bad News for Boring,” the brand’s largest-ever marketing campaign. The playful messaging invites consumers to leave their boring side at home through innovative digital, social, and out-of-home advertising.

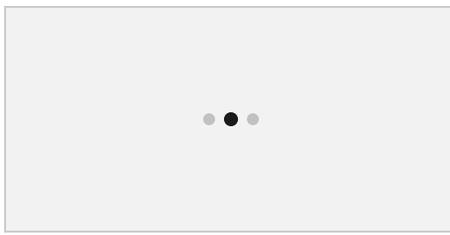
“Bad News for Boring” engages Millennials of legal drinking age who bring awesomeness to every situation, no matter where they are. Enjoyed equally by men and women as a delicious shot, Wild Turkey pioneered the flavored bourbon category in 1976 and paved the way for the explosive growth currently underway in the U.S. market.

“Back in the 1970’s, our Master Distiller – Jimmy Russell - had a vision to create a Bourbon with broad appeal for both men and women. He experimented with several flavors and Wild Turkey Honey Liqueur emerged as the winner. Today, we know that product as American Honey. Our new campaign – ‘Bad News for Boring’ – stays true to the brand’s industry leadership by utilizing forward-thinking consumer engagement with attention grabbing out-of-home placements that signal the end of boring nights out for everyone,” says Andrew Floor, Senior Marketing Director, Dark Spirits.

The out-of-home placements will be the most interactive part of the campaign, and are designed to surprise and delight. They include LED screens at bus stops that play funny party scenes around a person when they sit on the bus stop’s bench, instantly transforming boring into fantastic. Additionally, unexpected life-sized mannequins cut in half to represent a person’s “boring side” will be placed in front of some American Honey accounts in target markets, reminding folks to leave their boring half outside the door.

Three viral videos now online – entitled “[Mullet Love](#),” “[Geek Leg](#),” and “[Kickball](#),” – depict hilarious scenarios of people ditching their boring sides for fun with their friends. The videos are currently running on outlets, including Hulu, ESPN, and Funny or Die. Bad News for Boring content will be brought to life through partnerships with sites like BuzzFeed and The Chive. The brand is also a partner at all four ChiveFest’s this summer. A social media campaign will engage American Honey’s social sports club members to submit their best Bad News for Boring photos for a chance to win an all-expenses paid trip (where legal) to Las Vegas – the least boring place on Earth.

The campaign was created by San Diego-based creative agency Vitro.



For a look at the campaign, visit [www.badnewsforboring.com](http://www.badnewsforboring.com). For additional information on American Honey, please visit [AmericanHoney.com](http://AmericanHoney.com) or follow us on Facebook at [Facebook.com/AmericanHoney](https://Facebook.com/AmericanHoney), Twitter [@American\\_Honey](https://Twitter.com/@American_Honey) and Instagram [@OfficialAmericanHoney](https://Instagram.com/OfficialAmericanHoney).

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### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bulldog® Gin, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland's® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: [@CampariAmerica](https://Twitter.com/@CampariAmerica) and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

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