

# LABEL 5

THE POWER OF 5  
WORLD TOUR



November 2018

## LABEL 5 FOLLOWERS WILL PICK NEXT YEAR'S LIMITED EDITION!

Scotch Whisky LABEL 5 empowers its digital community by giving them the opportunity to choose the design of next year's street art limited edition.

This summer, LABEL 5 launched the « The Power of 5 World Tour ». Five renowned street artists created five graffiti artworks related to the number 5, in key cities around the world -London, Beirut, Brussels, Hong Kong and Mexico. This urban and creative activation was unveiled across the brand's digital platforms and met with success. Enthusiastic followers from round the world expressed their keen interest with plenty of likes, comments and shares.



In 2019, the Scotch Whisky brand is going further by engaging its fans into the creation of its new limited edition. The five graffiti artworks created for the street art activation will compete during a digital contest starting on the 18th October across social media. LABEL 5 followers will have the opportunity to choose by hitting the "like" button on their favourite design.

Through this interactive process, LABEL 5 aims at getting closer to its consumers and involving them in its communication.



### ABOUT LABEL 5

Top 10 Scotch Whisky brand, LABEL 5 is carefully distilled, matured and bottled in our distilleries in Scotland. LABEL 5 is enjoyed in more than 100 countries and is renowned for its high quality and appreciated for its smoothness. With 2.6 M 9-L cases sold in 2017, LABEL 5 is a key player in the Scotch Whisky category. (Source: IMPACT).

Visit our website for more information: [label-5.com](http://label-5.com)  

### ABOUT LA MARTINIQUAISE

An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUAISE is a leading spirits group in France and features in the world top 10. The group has a turnover of one billion euros and is proud to own four millionaire brands, LABEL 5 & SIR EDWARD'S Scotch Whiskies, POLIAKOV Vodka and NEGRITA Rum. (Source: IMPACT).

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