

A photograph of the Johnnie Walker store on Princes Street in Edinburgh. The building is a grand, multi-story stone structure with classical architectural details like columns and a clock tower on the corner. The Johnnie Walker logo, a white silhouette of a man in a top hat and boots walking with a cane, is prominently displayed on the building's facade. The store's entrance is at the street level, with large glass windows and a dark awning. The sky is a clear, bright blue with some light clouds. The overall scene is a vibrant urban setting.

JOHNNIE WALKER

PRINCES STREET



A man wearing a cowboy hat and a dark jacket stands on a stage, looking towards the camera. He is holding a small object in his right hand. The background is a large, dark stage with a massive, bright golden projection of a particle or starburst effect on the right side. The lighting is dramatic, with a strong yellow glow from the projection and a spotlight on the man. The overall atmosphere is one of magic and spectacle.

“PEOPLE DON’T BUY GOODS AND SERVICES. THEY BUY STORIES, MAGIC AND EMOTION” – Seth Godin, writer / marketing specialist

8 EXPERIENCE PRINCIPLES



1. Mass to Niche



2. Move the Decimal Point



3. Quality over Quantity



4. 6 E's - Everywhere



5. Be Entrepreneurial



6. Purpose-Driven



7. Always Prepared



8. Feeling Alive



Entice – Enter – Engage – Exit – Extend - Everywhere











EXPERIENCE DRAMS



& DRAMA

“AMAZING”

“MAGIC”

“INCREDIBLE”


 **JOHNNIE WALKER PRINCES STREET**

Book the JOURNEY OF FLAVOUR EXPERIENCE

PLEASE DRINK RESPONSIBLY | www.johnnie-walker.com

Based on Tripadvisor as of June 2024

EXPERIENCE TASTES




& TALES

“AMAZING”

“MAGIC”

“INCREDIBLE”

 **JOHNNIE WALKER PRINCES STREET**

Book the JOURNEY OF FLAVOUR EXPERIENCE

PLEASE DRINK RESPONSIBLY | www.johnnie-walker.com

Based on Tripadvisor as of June 2024

EXPERIENCE MIXOLOGY



& MAGIC

“AMAZING”

“MAGIC”

“INCREDIBLE”

 **JOHNNIE WALKER PRINCES STREET**

Book the JOURNEY OF FLAVOUR EXPERIENCE

PLEASE DRINK RESPONSIBLY | www.johnnie-walker.com

Based on Tripadvisor as of June 2024

A man in a dark suit and a top hat is the central figure, tipping his hat with his right hand. He is standing in a dimly lit, blue-toned environment that appears to be a club or a stage. In the background, there are blurred lights and a large, colorful, abstract projection on the wall. The overall mood is sophisticated and cinematic.

JOHNNIE WALKER
PRINCES STREET





WHERE ARE YOUR GUESTS VISITING FROM? [?](#)

[Explore](#) →

Top location

United Kingdom

By country

Top 10 countries

% of Guests

United Kingdom

49%

United States

25%

Canada

3%

Australia

3%

Ireland

2%

India

2%

Germany

1%

Brazil

1%

Mexico

<1%

Netherlands

<1%

JOHNNIE WALKER



PRINCES STREET

