

# LABEL SCOTCH 5 WHISKY

– PRESS RELEASE –

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## LABEL 5 INTRODUCES “HIGH 5”, ITS NEW DIGITAL CAMPAIGN!

*An international and innovative operation to share a drink worldwide*

LABEL 5 Scotch Whisky has launched a new international campaign called “**HIGH 5: Say cheers to the world**”. Fun and innovative, HIGH 5 is the first digital platform that allows people to virtually share a drink across borders.

Participants upload a “selfie” picture, holding a glass of LABEL 5. The website instantly picks a random second player from another country and creates a “cheers”; a picture displaying the two persons having a toast together. Participants can share their pictures on Facebook to go viral and start chatting via email to connect with their “cheers” mate! They can play as much as they want to be linked to many different persons.

With **HIGH 5**, LABEL 5 provides what millennials are looking for: being able to easily share unexpected moments, anytime, anywhere, through mobile devices, and connect with other millennials abroad.

HIGH 5 will engage fans from all over the world for unique instants of conviviality, in line with LABEL 5 core values: modern, inviting and sharing! The campaign will be supported by Facebook Ads, digital display adverts and local PR.

- Connect to: [www.label5-high5.com](http://www.label5-high5.com)
- Available on computers, mobile and tablet devices



### ABOUT LABEL 5

Top ten 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 2015, LABEL 5 is a key player in the Scotch Whisky category.

*LABEL 5 First Blending Company - Starlaw Road, Bathgate, Scotland*

### For more information:

Group LA MARTINIQUAISE, [www.la-martiniquaise.com](http://www.la-martiniquaise.com)

Contact : Johanne THEVENY - Email: [johanne.theveny@la-martiniquaise.fr](mailto:johanne.theveny@la-martiniquaise.fr)

Please drink LABEL 5 responsibly