



PRESS RELEASE

Jägermeister

Jägermeister appoints Mother

New lead global creative agency for premium herbal liqueur

April 27 2023, Wolfenbüttel, Berlin, London - Following a competitive process, the premium herbal liqueur brand Jägermeister has selected one of the world's most respected creative companies as its global lead creative agency. Mother, through its teams in London and Berlin, will now be responsible for further building the Jägermeister brand worldwide and attract new consumers to the brand by raising its aspirational profile.

Mother will work in partnership with the Jägermeister global Brand & Digital Marketing team to increase brand awareness with modern, enduring concepts at global scale, within all audience groups - to sustainably increase the value of the brand, a key goal of this collaboration.

"Jägermeister stands for best nights of your life today and tomorrow. Our brand has always been able to stay relevant across generations and reflect current zeitgeist. In this spirit, we want to develop new campaigns with Mother to help Jägermeister resonate even better with Gen Z and rejuvenate the brand", explains Sven Schindler, Head of Global Brand & Digital at Mast-Jägermeister SE.

Felix Richter, Global Creative Partner of Mother, added: "Both brand and product, Jägermeister is unlike anything else. The brand is an incredible global success story fueled by ingenuity and creativity. We're looking forward to working with Jägermeister helping them to shape their next chapter."

The collaboration has already started, with a global brand campaign to be rolled out later 2023. The appointment of Mother does not affect Jägermeister's relationship with local market creative and production agencies.



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About Jägermeister

Today's most famous premium herbal liqueur was launched in 1935 by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. In 2022, the brand with the stag was the world's best-selling herbal liqueur, with total sales of 120.7 million 0.7-litre bottles

About Mother

Mother is one of the world's most respected independent creative companies and sits at the heart of advertising, experiential, digital, design, and product development. Starting life around one table with three people, all of whom shared the washing up. Twenty-odd years on, Mother has offices in London, Los Angeles, New York, Singapore, Shanghai and Berlin, working with iconic brands that include KFC, Uber and TikTok. From fast-moving retailers and brands with global scale, to local jewels with local



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needs; Mother creates ideas that are embraced by popular culture and deliver more powerfully as a result. Mother ultimately exists to attract the most creative minds in the world - this includes clients.