



Jägermeister Launches Seeding Campaign “Sensory Voyage 3.0”

Retro Teleshopping Meets Gen Z

Wolfenbüttel, November 27, 2025 – Jägermeister is taking its multisensory seeding campaign to the next level: “Sensory Voyage 3.0” reinterprets 90s teleshopping formats and delivers international reach across 32 countries. What began as an experimental format in 2023 is now an integral part of the premium herbal liqueur’s brand communication.

“With Sensory Voyage 3.0, we stage Jägermeister and nostalgia as an experience to boost digital interactivity with the community. Our goal is to provide Gen Z with relevant content that sparks viral attention and further positions Jägermeister as a global lifestyle brand,” says Sven Schindler, Senior Director Global Brand & Digital Marketing at Jägermeister.

The Seeding Box – Five Senses, Five Statements

The limited-edition box appeals to all five senses and will be sent exclusively to influencers and selected multipliers starting November 27. Each component was created in collaboration with iconic brands and artists from the urban scene that resonate strongly with Gen Z. These curated boxes are a statement of creativity and brand positioning beyond the classic brand core:

KRINK (Sight): Markers in Culture Orange and Herbal Green.

CES (Touch): Tactile T-shirt design by NYC graffiti pioneer Rob “CES” Provenzano.

Yeti Out (Sound): Vinyl mix by the DJ collective for the rhythm of the night.

Kuumba International (Smell): Signature candle with Jägermeister scent.

Jägermeister (Taste): Ice-cold at –18 °C, featuring a reinterpretation of the wordmark by New York graffiti artist CES on the back of the mini bottles.

Retro Meets Gen Z

A dedicated teleshopping channel, hosted by British stand-up duo Fin & Horatio, brings the products to the screen with irony and retro charm. Hero spots, teasers, and behind-the-scenes clips create social buzz across the brand’s channels. Influencers amplify the hype with unboxing videos and



community engagement. The result is a cross-platform experience that combines nostalgia and humor with digital interactivity.

The campaign was developed in collaboration with ATTTD Studios, Berlin.

Global Rollout

"Sensory Voyage 3.0" kicks off with 560 boxes in 32 countries, including Germany, the UK, USA, China, Australia, and New Zealand.

Contact

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Über Jägermeister **About Jägermeister**

Today's famous premium herbal liqueur was launched 90 years ago 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. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.