

Jägermeister appoints Born Social as the new lead Global Social Media agency

Wolfenbüttel/London, November 15th, 2022 - Jägermeister has selected London-based agency Born Social to further extend awareness and engagement through the brand's Global social media channels. Starting as of 1st January 2023 the agency will be responsible for content strategy & production, community management, as well as paid media planning.

"We are looking forward to working with Born Social. Together we will develop concepts that underpin our Jägermeister brand values on a global level. All with the goal of offering people the best nights today and tomorrow," explains Sven Schindler, Head of Global Brand Management & Digital Marketing at Mast-Jägermeister SE. "Together with the team at Born Social our aim will be to increase awareness, consideration, and engagement for the brand amongst Gen-Z audiences globally by delivering culturally relevant content while expressing our authentic Jägermeister voice."

The appointment will see Born Social collaborating on community-driven content and brand initiatives such as the award winning Jägermeister #SAVETHENIGHT programme. The global initiative has been introduced in 2020 at the beginning of the COVID pandemic to support passionate artists and improve nightlife. With the new partner Mast-Jägermeister SE Global Digital Marketing team, located in Wolfenbüttel, Germany, aims to further expand the brand across social media and take it to the next level.

"The team are buzzing to be working with such an iconic, global brand. No matter where you are in the world, Jägermeister is synonymous with the best nights. And we're honoured to continue shaping the brand's place in culture, online, for the coming years", Ed Knights, Head of New Business & Marketing at Born Social.

The agency was appointed following a competitive pitch process.



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About Jägermeister

The world-famous herbal liqueur Jägermeister is distributed in 150 countries around the world – but its home is in Wolfenbüttel, Lower Saxony. Only here is Jägermeister produced and distributed by Mast-Jägermeister SE. The world's most successful herbal liqueur has been based on a mysterious recipe of 56 different herbs, flowers and roots for over 80 years. In 2021, with total sales of 111,6 million 0.7-liter bottles, the brand with the stag is the best-selling herbal liqueur in the world.

Visit <https://www.mast-jaegermeister.de/en>.

About Born Social

Born Social is a global social media agency that brings social-first thinking to the brands of tomorrow. Over the last decade the agency has built a reputation for building brands on social, including Nando's, Uber, Guinness and Fever-Tree. Not only known for their award-winning digital work, the agency is a certified B Corporation and has received a number of cultural accolades, including featuring in Campaign's Best Places to Work 2020, 2021 and 2022.