

SLATE YOUR NAME , THE AGENCY ONLINE, THEN DO TWO
TAKES AS DIRECTED: ONE WITH A CONFIDENCE BUT APPROACHABLE AND
ONE VERY CONVERSATIONAL. NOT TOO DRAMATIC.

SCOTTISH ACCENT

This is what it takes to be Black Label.

It's not for cowboys trying to act tough

Nor is it garnished with one of these thingies

It's smokier and more complex than lesser whiskies

As good neat

As it is mixed

One that asks you to step right up

And enjoy a glass of the most awarded whisky in the world.

This is Johnnie Walker Black Label, friends.