

In this ever-changing world, one constant is Jack Daniel's belief in making its whiskey with the same craft and care that Jack Daniel himself put into it in 1866. So for the distillery's 150th anniversary, Jack Daniel's took 150 authentic whiskey barrels and hid them in places all over the world that have changed drastically in the past century and a half. Vintage photos and clues posted on Facebook pointed consumers toward each hiding spot.

Taking inspiration from urban street maps, this poster was made entirely from wood to raise awareness of the Barrel Hunt and to drive people to Facebook. With more than 50 countries participating, the Barrel Hunt was the brand's first truly global campaign. It helped promote conversation around a way of making whiskey that has endured for 150 years.