



JOHNNIE WALKER.

## THE NEXT STEP CONTENT

*News Corp* Australia

**MCN**  
MultiChannelNetwork



VOGUE

 **news**  
.com.au

**GQ**

delicious.

**SHARK  
TANK**

## *the* **NEXT STEP**

To position Johnnie Walker as a champion of progress in a modern and authentic way, we will create a series of videos featuring interviews with people who've overcome obstacles to achieve success in the fields of business, food, style and entertainment.

By exploring the setbacks our interviewees have overcome, these videos will show that failure, mistakes and accidents are an inevitable part of progress and, ultimately, inspire our audience to take the next step in their own life.



JOHNNIE WALKER.

A charismatic interviewer will feature across the series. Interviewees could include a diverse range of Australians who've carved out an interesting path to success, such as: former Shark Tank contestant and Crooked Compass founder Lisa Pagotto; co-founder of independent record label Future Classic Nathan McLay; Ukrainian-born Australian artist Stanislava 'Miso' Pinchuk, who has ties to the fashion world; and Saint Peter owner and chef Josh Niland.

TALENT FROM 4 PILLARS



LISA PAGOTTO  
entrepreneur



NATHAN McLAY  
record label founder



STANISLAVA 'MISO' PINCHUK  
artist



JOSH NILAND  
chef

THE INTERVIEWER



JAMILA RIZVI  
journalist

OR



CELIA PACQUOLA  
comedian

## *the* **NEXT STEP**

Each video will be shot reportage-style in a location that suits the interviewee – for example, we could interview Lisa Pagotto in her favorite hotel, Nathan McLay in his office or a recording studio or bar, Stanislava Pinchuk in her home or studio, and Josh Niland in his restaurant.

Our talent will enjoy a glass of Johnnie Walker as they chat and each interview will end with a question about the next step. For example, questions for Nathan McLay could include:

- You've gone from working out of your home to running one of the most successful independent labels in Australia – what was one of the biggest challenges you faced along the way and how did you overcome it?
- What was the biggest mistake you've made and what did you learn from it?
- Was there a time you felt like giving up and, if so, what kept you going?
- What career achievements or moments are you most proud of?
- Do you have any as-yet unrealised career goals you're working towards?
- What will your next step be?



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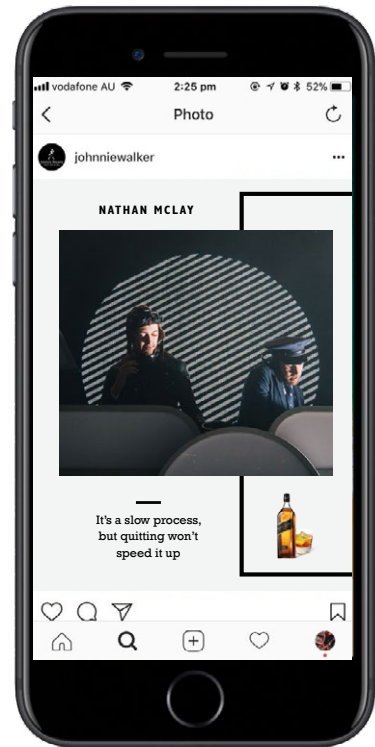
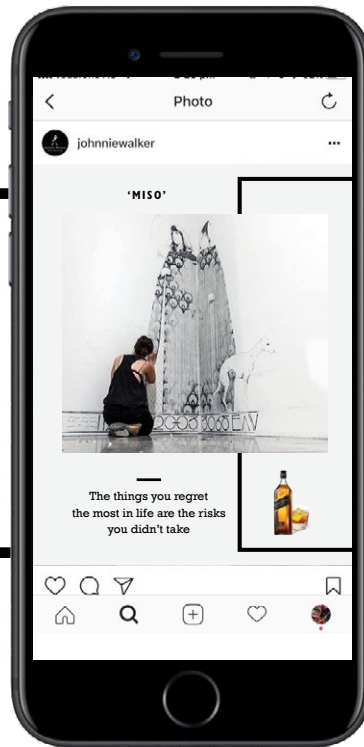
MOODBOARD



## SOCIAL MEDIA POSTS

Using still imagery and quotes captured during the video interviews, we will create a series of meme-style posts for social media. To extend this, we will also create four illustrations (one each to represent the style, food, arts and business pillars) that can be teamed with inspirational (but non-cheesy) quotes, such as “Follow your blisters” and “You can make an omelette without breaking any eggs, it’s just a really bad omelette”.

*VARIOUS POSTS  
SHOWCASING  
THE TALENT  
AND QUOTES FROM  
THEIR INTERVIEWS*



*POSTS FEATURING  
INSPIRING QUOTES  
AND AN ILLUSTRATION  
(ONE ILLUSTRATION  
PER PILLAR)*

**SOCIAL MEDIA**

Meet the guy who founded an independent record label

“Future Classic”

news.com.au has partnered with Informa Studio to bring you ...

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KEEP YOUR PULSE  
WITH INFORMA STUDIO

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# FOOD

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RECIPES   EAT OUT   FOOD FILES   ENTERTAINING   TRAVEL   DRINKS   EVENTS


*Sponsored content for Johnnie Walker*

## JOURNEYS OF AUSTRALIA'S LEADING CHEFS & SOMMELIERS, WITH JOCK ZONFRILLO

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Matt Powell





**JOHNNIE WALKER.**

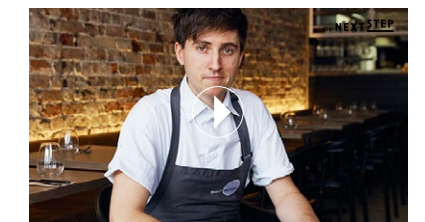
We've learned us with Johnnie Walker to help you be ready for  
Life's next big challenges & opportunities

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### GREATEST ACCOMPLISHMENT

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*VOGUE NATIVE ARTICLE* Featuring  
Amber Venz Box and Next Step brand reveal  
video with Stanislava 'Miso' Pinchuk

***DELICIOUS NATIVE ARTICLE*** Featuring  
Jock Zonfrillo and Next Step brand  
reveal video with Josh Niland