# Green River Distilling Co. launches first ad campaign in over a century



Green River Distilling Co., one of Kentucky's oldest licensed distilleries, has launched its first advertising campaign in over a century, signalling a significant step in its marketing strategy. The campaign, titled “Raise Your Spirits,” aims to bridge the distillery's rich history with contemporary brand engagement, targeting modern bourbon consumers across multiple channels including streaming TV, digital video, social media, and outdoor advertising.

At the forefront of the campaign is "G.R., the Ghost of Green River," who serves as a charming spokesperson. This character embodies the distillery's long-standing heritage while appealing to a younger demographic through humour and a touch of the supernatural. The intent behind the character is to simplify the often complex world of bourbon for consumers, as stated by Pete Marino, President of Bardstown Bourbon and Green River Distilling Co. Marino noted that the campaign is crucial for "bringing our distillery’s premium whiskey, timeless heritage, and of course, G.R. the Ghost of Green River, to a national audience."

The campaign is set to reach over 10 million consumers via a targeted rollout, which includes partnerships with notable figures such as Colin Cowherd, popular sports host and digital personality, and advertising placements in Major League Baseball contexts. The creative approach, designed by Forsman & Bodenfors, aims for an integrated marketing effort that encompasses various platforms, thereby enhancing brand visibility and consumer engagement.

Green River, whose history dates back to 1885, has navigated multiple challenges including Prohibition and natural disasters. It once held the title of the most advertised whiskey globally and gained significant recognition in the past, including the Best of Show award at the 1900 Paris World's Fair. More recently, after being revived in 2022 under Bardstown Bourbon Company, Green River is positioning itself for significant growth, aiming for distribution in 45 states with a focus on quality and value.

This campaign not only celebrates Green River's storied past but also underscores the distillery's strategic pivot. By leveraging a modern advertising approach while maintaining its heritage, Green River Distilling Co. aims to attract both seasoned bourbon enthusiasts and new consumers alike. The integration of character-driven storytelling aligns with current trends in consumer engagement, positioning the distillery to capture market share in a competitive spirits landscape.

As firms within the alcohol industry look to revitalise and broaden their consumer bases, the Green River Distilling Co. campaign serves as a pertinent case study in merging traditional branding with contemporary marketing tactics, thus illustrating actionable insights for strategies aimed at growth and relevance in today's expansive market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://greenriverwhiskey.com> - This URL supports the claim about Green River Distilling Co.'s history and its reintroduction in 2022, highlighting its heritage and current activities.
* <https://www.businesswire.com/multimedia/beverlyhillschamber/20250219922705/en/5789729/Green-River-Whiskey-Resurrects-Its-Legacy---and-a-Ghostly-Visitor---in-First-Brand-Advertising-Campaign-in-100-Years> - This URL corroborates the launch of Green River's first advertising campaign in over a century, featuring 'G.R., the Ghost of Green River' as its spokesperson.
* <https://www.noahwire.com> - Although not directly available, this source is mentioned as the origin of the article, supporting the overall narrative about Green River Distilling Co.'s marketing strategy.
* <https://www.bardstownbourbon.com> - This URL would support the claim about Bardstown Bourbon Company's involvement with Green River Distilling Co., although it is not directly available in the search results.
* <https://www.forsmanandbodenfors.com> - This URL would support the claim about Forsman & Bodenfors' role in designing the creative approach for Green River's campaign, although it is not directly available in the search results.