

THE WISERHOOD RETURNS

FOR IMMEDIATE RELEASE

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Corby Distilleries has launched the latest installment of their award-winning “Wiserhood” campaign behind their flagship Wiser’s Canadian Whisky brand. A :30 spot, entitled “Purse”, features the all-too-familiar moment when a man is asked to hold his significant other’s handbag in public. Only this time, the quick-thinking hero uses an empty plastic bag as a decoy to pick up the offending purse in a manner not dissimilar to a dog owner attending to his pet’s “daily routine” in the park. The now infamous Wiserhood members appear out of nowhere to salute him with their signature slow-clap.

“We’re constantly looking for situations that our target can relate to,” says Chris Hirsch, Associate Creative Director at john st., the agency behind the campaign. “And I think every guy in the world has found himself at the mercy of an awkward purse-hold at least once in their life.”

On the Wiserhood Facebook page consumers will also have the opportunity to own their very own decoy, or as the Wiserhood calls them “He-coy bags”, that feature bogus logos and faux Wiserhood-worthy company names.

“Wiser’s is Canada’s #1 whisky family and we plan to continue to grow as the market leader,” says Joseph Delvecchio, Brand Director of Wiser’s. “We think this new spot and Facebook product offering continues to evolve the Wiser’s brand while staying true to the successful formula that established the Wiserhood in the first place.”