



### **LABEL 5 KICKS OFF AN INSTAGRAM VIDEO CONTEST: 5" CITY**

Leading Scotch Whisky Brand LABEL 5, is launching in mid-June an amazing competition through its Facebook pages, the 5" City contest, which invites its worldwide fans to take a 5-second Instagram video of their favourite city, to get a chance to win a round-the-world trip for 2!

After the Catchthe5 contest and the WorldmiXperience web series, LABEL 5 continues to successfully use digital marketing tools to reinforce the brand original content and to celebrate the World Mix Spirit! The contest gives the opportunity to engage the fans by inviting them to share through Instagram their vision of their city in a 5-second video.

The campaign, built on the legendary number of the brand, encourages the participants to showcase their creativity in homemade short videos : they only have 5-second to capture the beauty and magic of their favorite city . The 2-month competition is running from June, and will run in many countries across the world. The participant who submit the video that receives the highest number of votes will have a chance to win a round-the-world trip for 2.

To participate, it's very easy!

- 1st: You need to become a fan of the LABEL 5 Facebook Page and register for the contest.
- 2nd : Then, you take a 5-second video that best represents your city and you upload it to Instagram with the hashtag #5SCITY and the hashtag of the city e.g. #5SCITY #NYC
- 3rd: Finally, invite your friends to vote for your video.

Grab your mobile phone and get ready for the contest! May the odd be ever in your favor...

Remember to enjoy LABEL 5 responsibly. For further information and official rules of the contest, visit LABEL 5 Facebook pages : International : [www.facebook.com/label5](http://www.facebook.com/label5) / USA : [www.facebook.com/Label5Usa](http://www.facebook.com/Label5Usa) / Belgium : [www.facebook.com/Label5Belgium](http://www.facebook.com/Label5Belgium) / Greece : [www.facebook.com/label5greece](http://www.facebook.com/label5greece) / Lebanon : [www.facebook.com/pages/Label5lebanon](http://www.facebook.com/pages/Label5lebanon)

#### ABOUT LABEL 5

Leading Scotch Whisky brand, LABEL 5 is carefully distilled, matured and bottled in our distilleries in Scotland. Established in more than 100 countries, LABEL 5 is renowned for its high quality and appreciated for its smoothness. With 2.5M 9-L cases sold in 2013, LABEL 5 is a key player in the Scotch Whisky category.

LABEL 5 First Blending Company - Starlaw Road, Bathgate, Scotland

For more information: Group LA MARTINIQUAISE, [www.la-martiniquaise.com](http://www.la-martiniquaise.com)

LA MARTINIQUAISE – Aurelie PRAT - Email: [aurelie.prat@la-martiniquaise.fr](mailto:aurelie.prat@la-martiniquaise.fr)