

Diageo and Delhi Duty Free celebrate 110 years of the Johnnie Walker Striding Man

By **Mary Jane Pittilla** on July, 11 2018 | Retailers



The one-of-a-kind anniversary installation is situated in Delhi Duty Free's entrance hall



The Striding Man was inspired by the brand's founder, John Walker, as a tribute to his drive and vision



Travelers are led through a visual history of the brand's most iconic campaigns, products and partnerships

Diageo Global Travel and Delhi Duty Free have collaborated on an installation marking 110 years of the Johnnie Walker brand's Striding Man.

Designed in 1908 on the back of a menu card by cartoonist Tom Browne, the Striding Man was inspired by the brand's founder, John Walker, as a tribute to his drive and vision.

The one-of-a-kind installation, situated in Delhi Duty Free's entrance hall, leads travelers through a visual history of the brand's most iconic campaigns, products and partnerships.

Cristina Carmueja, Head of Whiskeys, Diageo Global Travel, said: “This celebratory retail installation is designed to truly immerse travelers in the proud history of the Striding Man. Since its creation in 1908, this iconic symbol has become one of the most well-known brand icons in the world. It’s come to be more than just a logo but rather a focal point for the brand’s progressive philosophy.

“This is a philosophy embodied by our partners Delhi Duty Free, which made celebrating this anniversary an obvious choice. This experience is the first of its kind in duty free, and we are delighted to be able to share the fantastic story of the Striding Man with an audience of whisky lovers and travelers passing through Delhi Airport.

“The display also captures the recent launch of Johnnie Walker Blenders’ Batch Sherry Cask Finish alongside a range of our other impactful Johnnie Walker activations.”

Ashish Chopra, COO, Delhi Duty Free, said: “Over 19 million passengers travel through Delhi Airport each year [Source: DDFS internal passenger count data]. Bringing to life the journey of the Striding Man as it evolved through the years has a real resonance with the progressive travelers in India.

“It’s not just the story that’s important. We need to engage, excite and educate our customers. This new Johnnie Walker brand experience does just that. It’s a fantastic addition to our offering and a fitting tribute to a true icon of the drinks world.”

The anniversary celebration will be live until August 31, 2018.