

# Jameson, Lucky Charms try their luck with St. Patrick's Day campaigns

Article

Nearly a third (32%) of US consumers plan to celebrate St. Patrick's Day this year, per Numerator's 2024 US Annual Holiday Preview report. Of those, 91% say they expect to buy something for their St. Patrick's celebration, with food and alcohol being the top items purchased.

Here's how Jameson, Lucky Charms, and Applebees are appealing to consumers as they consider what they're going to eat and drink to celebrate.

## 1. Jameson Irish Whiskey creates its own holiday

Irish whiskey brand Jameson has recruited “Saturday Night Live” (“SNL”) stars Michael Che and Colin Hanks for its St. Patrick’s campaign this year.

- Because of the Leap Year, St. Patrick’s Day falls on a Sunday this year.
- Instead of promoting St. Patrick’s Day, the brand is encouraging consumers to celebrate the day before, what they’re calling St. Patrick’s Day Eve.

Che and Hanks will host a special countdown celebration in Times Square on March 16, featuring a surprise DJ performance, and a “rock drop,” which Jameson refers to as its version of a ball drop. The event will also be **livestreamed** on Jameson’s website.

**Why we care:** Over half (53%) of US consumers say that funny commercials resonate with them most, per CivicScience. Leveraging “SNL” comedians Che and Hanks shows Jameson is willing to poke fun at itself and the St. Patrick’s Day holiday, and invites consumers to join in.

By creating its own holiday, Jameson gives consumers an additional opportunity to celebrate St. Patrick’s Day—and to buy its whiskey.

## 2. Lucky Charms needs help finding its mascot

General Mills’ St. Patrick’s Day campaign of course involves Lucky, the leprechaun mascot for Lucky Charms cereal.

- Lucky has disappeared from limited-edition boxes of the cereal, which feature green shamrock marshmallows that turn milk green.
- On the back of each box, the brand invites consumers to trap Lucky with one of four unique trap designs and building instructions.
- The brand is leaving clues to Lucky’s whereabouts across its TikTok, Instagram, and Facebook accounts.

General Mills has also teamed up with Hasbro on a Lucky's Leprechaun Trap board game, inspired by the classic Hasbro game Mouse Trap, available for sale via a dedicated landing page.

**Why we care:** This interactive, cross-channel campaign engages consumers throughout the month of March, keeping brand awareness high as consumers make their holiday purchases and plans. And the social media component is key—61.5% of US internet users say they interact with brands via Facebook, 48.9% on Instagram, and 42.9% on TikTok, per November 2023 data from Attest.

### 3. Applebee's courts cost-conscious consumers

Applebee's is bringing back its Saintry Sips cocktails to celebrate St. Patrick's Day.

- The Tippy Leprechaun, priced at \$5, is an Irish-twist on a Long Island Iced Tea, made with Jameson Irish Whiskey, melon liqueur, blue curaçao, lemon sour, lemon-lime soda, and rimmed in gold sugar.
- The Pot O' Gold Daq-A-Rita, priced at \$7, is a Patrón Silver margarita and Bacardi Superior Rum daiquiri blended with triple sec, mango, and a gold sugar rim.
- As a non-alcoholic option, Applebee's is serving Rainbow Lemonades, which are fruit-flavored or lemonade beverages topped with a candy rainbow.

**Why we care:** Restaurants, bars, or food delivery services are the top category that US adults cut spending in response to rising prices, per April 2023 data from Numerator. As consumers remain price sensitive, the brands that can help them indulge at a reasonable price point will win out.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*