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Jägermeister relaunches global brand websites

DEPT® transforms the brand's websites worldwide into the New Digital Home

Wolfenbüttel, Hamburg, September 18, 2024 – Jägermeister is relaunching its global brand website www.jagermeister.com, with a new technology and visual look. The project was developed with the global tech lead agency DEPT®. Other local Jägermeister sites will follow in the coming weeks, including the UK, USA, Germany, and Austria.

By the end of 2025, more than 18 country websites will be migrated to the brand's so-called 'New Digital Home', a website that combines brand content, e-shop, and loyalty elements. The herbal liqueur's 'New Digital Home' was launched in 2023. It is already in use in Germany and the Czech Republic, allowing users to interact with it in an integrated way without any technical leaps.

Jägermeister partnered with the global digital agency DEPT® to preserve the brand's strong identity while enhancing the user's experience. At the same time, the look and feel will be adapted to Jägermeister's recently revised Brand Visual Identity (BVI). It will be implemented to meet the expectations of a younger audience.

"We want to provide the best user experience for Jägermeister audiences. Our new BVI can now be easily rolled out to each country's website and we can ensure a consistent digital brand identity worldwide and create a new digital home for our best nights brand", **Susanne Wehr, Global Teamlead Website & E-Commerce at Mast-Jägermeister SE.**

The aim is to increase brand awareness and redefine Jägermeister as a lifestyle brand. This required developing a website that offers an intuitive and engaging user experience, ultimately fostering visitor loyalty and boosting conversion rates to drive sales.

DEPT® developed a tailored design system that created a flexible, consistent framework for the website. Guided by four principles—lively, unapologetic, sociable, and bold—the site showcases a distinctive brand identity while ensuring smooth navigation and modern functionality.

As the global lead tech agency, DEPT® has been collaborating with Jägermeister for the last few months to integrate local sites into the centralized New Digital Home. All of the brand's national websites are to be converted to the new setup by the end of 2025.



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Contact

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About Jägermeister

Today's famous premium herbal liqueur was launched 80 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.

About DEPT®



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We are a pioneering technology and marketing services company that creates end-to-end digital experiences for brands such as Google, KFC, Philips, Audi, Twitch, Patagonia, eBay and more. Our team of 4,000+ digital specialists across 30+ locations on 5 continents delivers pioneering work on a global scale with a boutique culture. We are committed to making a positive impact on the planet and since 2021 have been Climate Neutral and B Corporation certified.