

CELEBRITY SPOKESPERSON

Mad About

# Johnnie

CHRISTINA HENDRICKS  
IS JOHNNIE WALKER'S NEW  
BRAND AMBASSADOR

by Richard Carleton Hacker

Perhaps you've seen the ads: Christina Hendricks, who plays the sultry, sassy Joan Holloway on AMC's top-rated series *Mad Men*, with one hand casually resting next to a bottle of Johnnie Walker Black. In her other hand she holds a glass of Johnnie Walker Black on the rocks. Because scotch is her drink of choice, and as she told me recently at a House of Walker gathering in Bel Air, California, Johnnie Walker Black on the rocks is the way she likes to drink it.

All of which is hardly surprising, for Christina Hendricks is Johnnie Walker's newest and most celebrated Brand Ambassador. Hollywood endorsements are one thing, but to become a Brand Ambassador demonstrates an actor's commitment to a product that goes beyond what is normally encountered. But with her flash-point red hair, I wondered why she hadn't chosen Johnnie Walker Red.

"I do like Red, especially in cocktails," she replied, "but if I'm just going to have it alone, on ice, I prefer Black. I really like the sweetness with the smoky flavor. I find it intriguing that someone's going to match that flavor year after year. And I like the history of Johnnie Walker, the fact that it's a classic brand people recognize. That makes it both comforting and a tradition. And I like traditions. It's a fun thing to share with other people."

Which brought up the question of whether her fellow *Mad Men* cast members are Johnnie Walker fans. "I'll let them speak for themselves," she replied diplomatically, "but I do like to begin the season by giving them each a bottle of Johnnie Walker. I think it's a nice way to start things off. And they always seem very appreciative. Actually, I gave them Double Black last year. I haven't decided which one I'll give them this year. But I go back to work next week, so maybe it will be Johnnie Walker Black."

Now into the show's sixth season, Christina Hendricks obviously takes her responsibilities as Johnnie Walker Brand Ambassador seriously—on the set and off. ■■

Christina Hendricks, who stars as Joan Holloway in AMC's *Mad Men* series, is Johnnie Walker's new Brand Ambassador. Although she saves Johnnie Walker Blue for special occasions, her drink of choice is Johnnie Walker Black.

