



Black Dog Soda Welcomes Emilia Clarke as Global Brand Ambassador, Reinforcing Its 'Savour the Pause' Philosophy

~ For someone who truly believes in slowing down and immersing herself in the moment, Emilia Clarke's association with Black Dog Soda marks a natural coming together, one rooted in shared values of presence, intention, and mindful indulgence ~

~ Stay with the moment so the moment stays with you ~



National, 15 January, 2026: Black Dog Soda announced acclaimed global actor Emilia Clarke as the new face of the brand, marking a new chapter for its 'Savour the Pause' philosophy, one that invites people to step away from constant noise and immerse themselves more deeply in the moment.

In 2026, many people desire to slow down and be more mindful of their lives since our lives have become increasingly fast paced and digitally driven. So, they look for experiences that can help them connect back to the moment, to have real meaning and not just temporary distraction.

To be a part of the cultural shift pointed to above, Black Dog Soda's "Savour the Pause" philosophy encourages consumers to look deeper into the transitory moments of life. To Black Dog Soda, a person's pause isn't about stopping; it is about becoming fully engaged so they can come back to the world rejuvenated, centred and energised.

Emilia Clarke embodies this very spirit. Known for her authenticity and personal belief in slowing down and being present, her coming together with Black Dog Soda feels instinctive and natural. This shared outlook is brought to life through the brand's latest film, which visually captures the essence of 'Savour the Pause' through immersive storytelling.

Set against the captivating Scottish Highlands and inspired by the ethereal Northern Lights, the film offers an emotional look at how the brand captures the essence of Savour the Pause through immersive storytelling. The film uses powerful imagery to explore how our fast-paced lives create urgency, but intentional pauses will create deep connections to life and help recharge us.

In the film, Emilia Clarke witnesses the Northern Lights with her friends through a glass dome, but while others capture it on phones, she pauses to savor the moment with Black Dog Soda, fully present amid the spectacle.



The scene transitions into an immersive art space, where the moment evolves into curated, enveloping visuals, showcasing how truly savouring the pause rejuvenates her, allowing her to return grounded, energised and ready to take on bigger pursuits.

Speaking about the new communication, Varun Koorichh, VP Marketing, Portfolio Head Premium and Luxury, said, *“Today, amid increasing digital and external noise, we too often forget to pause and cherish what truly matters. With Black Dog Soda, we wanted to remind consumers that it is not about capturing moments superficially but about pausing to truly savour them. Our collaboration with Emilia Clarke felt deeply natural because her own journey reflects these values. She has been open about stepping back, prioritising herself and returning stronger, making her a powerful embodiment of presence and resilience. Through immersive storytelling, this collaboration brings that belief to life, reinforcing that sometimes the most powerful act is simply to pause.”*

Brand ambassador and global star, Emilia Clarke, added, *“Constant shoot schedules and travel often pull me from the present moment. Sometimes foregoing the capture for real immersion is my secret to feeling alive again. Therefore, the Black Dog Soda collaboration felt effortless as its ethos of slowing down and savoring life struck a deep chord in our always-on world, allowing us to craft a story celebrating presence over perfection.”*

Extending beyond the film, the collaboration will come alive across OOH, print, digital and cultural spaces, including interactive installations designed to offer moments of pause in unexpected environments. These experiences aim to translate the brand’s philosophy into real-world encounters, encouraging audiences to immerse, linger and truly take in the moment.

About Diageo India

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Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India’s growth agenda.

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