



BACARDÍ®

BACARDÍ TRADITIONAL RUMS

ROUND 1 INTERNAL

5.18.15

 **themarketingarm**

KEY TAKEAWAY

- BACARDÍ is the flint stone of a party

ASSIGNMENT

Create Off- and On-Premise materials that effectively communicate the target occasion and versatility of BACARDÍ

- Off-Premise: Paper materials and a display piece/rack
- On-Premise: Paper materials and a permanent sign option

OPEN TO PARTY

Since BACARDÍ started in 1862 it's been starting parties all over the country with just a twist of the cap. There's something about that bottle of rum, that once you open it, it opens the possibilities of endless and untameable times ahead.

OPEN TO PARTY: OFF-PREMISE

- **VAP:**
 - Features bartender's recipe book and/or box with tools with "open to party" messaging that's always at the ready at your home bar
 - Premium challenge/mysterious cards cards guide you to your next cocktail
- **Necker** messaging focuses on the cap with a call out, arrow or the like with an "open to party" or offer booklet features party recipes
- **POS:** "Peek-a-boo" windows (think Advent calendar) let you discover recipes, coupons. Pull down shelf talker would also be a nice 1' mechanism to encourage consumers as a call to action "open to party"
- "Open to Party" **App** (can integrate with Mixed) – drink recipes and recommendations based on occasions create the next big rum drink/shot build a drink. Instructions to download app will be on POS.

OPEN TO PARTY: ON-PREMISE

- **Sampling Event:**
 - *The BACARDÍ Hour* – Host a premium challenge with mysterious cards cards guide you to your next cocktail and encourage you to be open to trying new drinks. During that designated hour cocktails are x\$ off
 - “Are you Open to Party?” **promo girls** facilitate Q&A sessions/icebreakers, i.e., “book of questions” or “would you rather?” then your drink is representative of how open you are to party. Ex. Gather people based on their level of partying
- **Evergreen Activation:**
 - Trivia app with “open” iconography factoids on drinking and drinking history. Can also be translated into a lo fi version with table tents, tips cards, etc.
 - Sponsor trivia nights with questions that turn up the heat/passion vs. standard trivia questions
- **Bar Crawl:** Progressive party/scavenger hunt starts at a designated account where, based on a list of questions, they’re lead to other bars to discover new party settings and drink options

BACARDÍ & ____

BACARDÍ is your perfect ingredient. Whether it's mixed in a cocktail, or mixing it up with party guests, BACARDÍ offers the world's most awarded rums that play host to the world's best parties. We make the rum, you bring the rest.

Key art

BACARDÍ & ____: OFF-PREMISE

- **Display** includes free bottle carrier that features an empty compartment to add a mixer for \$ off. The empty space within the carrier will have suggestions on what to pair like Coke, juices, etc. Ultimately, the “&” will be the visual star, but we will have cocktail suggestions.
- **POS** features “BACARDÍ & ____” graphic frame with a cutout for retailers to showcase a product they’re wanting to sell/pair with BACARDÍ like Coke, limes, etc. Flat paper elements can include a price spot treatment the retailers can fill in.
- **Necker** comes with Sharpie or paint pen to add BACARDÍ & ____ to customize it for parties and/or drinks
- **Twitter/Instagram** – #BACARDÍ & submit your best BACARDÍ & experience or recipe win xxx

BACARDÍ & ____: ON-PREMISE

- **Sampling Event:**

- “BACARDÍ Girls &” photo ops with brand ambassadors coupled with guests in “interesting/unusual” scenarios with props or people.
 - They can also show up to accounts with a surprise local celebrity BACARDÍ Girls & ?
- Matchmaking event includes puzzle piece cards guests receive that match another somewhere in the bar based on their drink choice/preference. Ex. When a girl asks for a BACARDÍ & Coke she receives a piece and the other one goes into a jar for the men to draw when they request the same drink.
- Twitter/Instagram – #BACARDÍ & submit your best BACARDÍ & experience

- **Evergreen Activation:**

- Guests receive “BACARDÍ &” submission cards then fill in the blank as ticket to bartender. Rewards for most interesting combos. Can also feature the most popular combo or drink of the week for x\$
- BACARDÍ drink spinner offers discounts when you land on different drink options.

BRING THE SPIRIT. RAISE THE BAR

No matter what your stage, BACARDÍ turns up the volume to amp up any party experience. BACARDÍ is your ticket to make moments epic and untameable.

RAISE THE BAR

Key art

RAISE THE BAR: OFF-PREMISE

- **Sampling Event:**
 - Untameable Karaoke station or mixing station where consumers can learn how to mix from a DJ in-store on an iPad turntable, plus learn about a variety of drink recipes beyond BACARDÍ and Coke
- **VAP:** looks like turntable or includes iPhone speakers or Bluetooth speaker
- **Necker:** Features codes for free music downloads or tips on how to host a BACARDÍ party with music, create the right vibe. Recipes are paired to the perfect listening experience. Can also include a Pandora or Spotify custom station URL.
- **POS:**
 - Features “epic trip” imagery, local ticket giveaways and win messaging
 - Can also include a stand alone mixing station via iPad. Shoppers will learn about different drink varieties, plus test out their skills mixing beats
- **EXTRA:** Spotify Live broadcasts BACARDÍ live music events from around the globe. Can include any streaming services like I Heart Radio and Pandora. Or a custom playlist.

RAISE THE BAR: ON-PREMISE

- **Evergreen Activation:**

- Develop an interactive experience with an Untameable beats DJ. Tell her why you should join the Untameable tour (via iPad) and what mixes you like best. Every time someone records a response they will see a running list of the top BACARDÍ cocktails people have created or voted for.
- Drink to the music: certain times are paired to songs played in the bar, each corresponding to drink specials throughout the night. When you hear x song, tell your bartender for x\$ off a BACARDÍ cocktail
- Interactive POS (chalkboard) encourages consumers to write who they want to see perform before it's too late

- **Sampling Event:**

- Music experts with inside access to tickets/venues around the country/world show up in select accounts for surprise ticket giveaways
- Untameable DJ gives live demos on the best ways to mix tracks and lets everyone create their own to download. You can also win a chance to mix with a virtual DJ or get DJ lessons for a day.

CONCEPT RECAP

- OPEN TO PARTY
- BACARDÍ & ____
- BRING THE SPIRIT. RAISE THE BAR.