### **ON-PREMISE: SAMPLING**

### **ENGAGEMENT:**

Deliver a memorable and engaging daytime "funday" experience to make BFR top of mind for future occasions, both at home and away.

### **ACCOUNTS:**

- POOL/RESORT
- NON-POOL ACCOUNTS
- (N)ON-PREMISE



= Social Sharing Opportunity

# **ON-PREMISE: RESORTS/POOLS SAMPLING**

### **ACTIVATION:**

- Sampling:
  - BACARDÍ Flavored Rums take over key accounts during the day with a floating pool bar and various premiums - beach balls, floaties, floating drink holders, waterproof speakers and sunglasses
  - BACARDÍ girls hand out samples of select BFR flavors and lemonade to guest lounging poolside



To further emphasize RumDay fun day is perfect for anytime, a floating bar will offer a new flavor lemonade at the top of every hour. A lifeguard whistle will blow to indicate a new round of sampling.

### • Activities:



At a select time, BACARDÍ hosts a cannonball contest. Show us your best RumDay FunDay splash and you could win a pitcher if BFR lemonade for their group of friends.

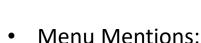
- Menu Mentions:
  - Because BACARDÍ is about gathering people for a good time, batched BFR lemonade pitchers will be on special.



# ON-PREMISE: NON-POOL (PATIOS, FESTIVALS)

### **ACTIVATION:**

- Sampling:
  - BACARDÍ Flavored Rums take over key accounts during the day with various premiums – sunglasses, glassware, colored straws
  - BACARDÍ girls set up a pop up "Build Your Own Lemonade" bar (frozen or on the rocks). Patrons can choose a flavor and fresh fruit to mix with.
- Activities:
  - Popup DJ and portable misters for a RumDay FunDay patio heat up and cool down
  - Bring BFR branded Slip N' Slide at music festivals (add on to Untameable Tour). Sign up, slide and get a sample.



- Offer BFR "floaties" on spiked lemonade (on the rocks or frozen)
- Custom BFR lemonade fishbowls pick your flavor and your fruit
- Leave Behinds:
  - Jenga, chalkboard



# (N)ON-PREMISE: PRIVATE POOLS

### **ACTIVATION:**

Splash Mob:



- BACARDÍ Flavored Rums team rushes in as a "Splash Mob" and in a minute or less infiltrates private pools with BFR swag
- No wet sampling for legal purposes, but hand out flavored popsicles and recipe cards
- Premiums include sunglasses, beach balls, floaties, floating drink holders, floating speakers, plastic cups
- Promotional Overlay:
  - Consumers hashtag their photo of BFR to enter for a chance to get a visit from the BFR Splash Mob for an instant party



# **ON-PREMISE**

# **Pool Accounts**

- Floating bar
- Cannonball contest
- Branded pitchers





### **Non-Pool Accounts**

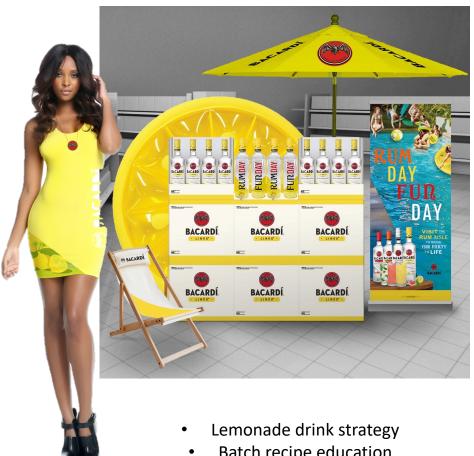
- Slip N' Slide
- - **Branded pitchers** 
    - Jenga



### (N)On-Premise (Aka private pools)

Splash Mob instant party

# **OFF-PREMISE**



Batch recipe education



- Patio Takeover
- Build Your Own Lemonade
  - Chalkboard signage

# **ON-PREMISE**

**BATCH** 



# **OFF-PREMISE**





DRINK

**BATCH** 

DRINK

# **ON-PREMISE: SHOT STRATEGY - ALTS**







BFR + LEMONADE



HITCHHIKER TEST TUBE SHOT



SHOT FLIGHT WITH MULTIPLE FLAVORS



**HOLLOWED OUT FRUIT** 

# **OVERARCHING "RUMDAY FUNDAY" PROGRAM**

	Sampling/ Drink Strat (Lemonade + BFR)	Permanent Signage	Menu Mentions (BFR cocktails)	Batch Recipe Education	Shot Strategy	SWAG	Social Sharing (Splash Mob)	Promotional Overlay (Splash Mob)
ON-PREMISE • POOL • PATIOS • FESTIVALS	х	х	х		х	х	Х	X
OFF-PREMISE	х			х		х		
NON-PREMISE • PRIVATE POOLS				х		х	х	х