

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 of 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.
- Menu Mentions:
 - 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
- Patio Takeover
- Build Your Own Lemonade
- Chalkboard signage
- Branded pitchers
- Jenga



(N)On-Premise

- (Aka private pools)
- Splash Mob instant party

OFF-PREMISE



- Lemonade drink strategy
- Batch recipe education

ON-PREMISE

OFF-PREMISE



DRINK



BATCH



SHOT



DRINK



BATCH

ON-PREMISE: SHOT STRATEGY - ALTS



TRADITIONAL/CHILLED



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 <ul style="list-style-type: none">POOLPATIOSFESTIVALS	x	x	x		x	x	x	x
OFF-PREMISE	x			x		x		
NON-PREMISE <ul style="list-style-type: none">PRIVATE POOLS				x		x	x	x