



BACARDÍ®

BACARDI PORTFOLIO POOL PROGRAM

11.29.16

 themarketingarm

CONSIDERATIONS

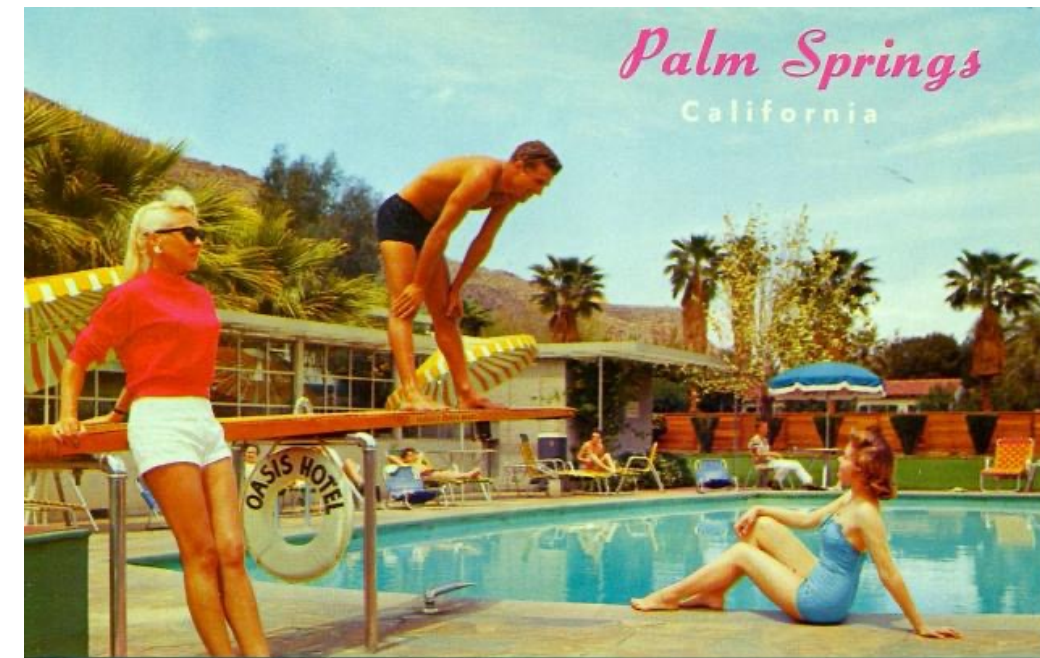
- High and Low Energy pool occasions
- No additional staff or staff training
- Encompasses the entire Bacardi portfolio
- Summer long and/or seasonal spikes
Keeps them at the pool or in their chair longer
- Supersedes Diageo presence

LOW ENERGY ACCOUNTS

CONCEPT 1

INSPIRATION

The glory days of cocktails and poolside glamour



BACARDI SPLASH BACK

Basking in the sun while sipping beverages has gone hand in hand since the beginning of time. Nowhere is history more embraced than cocktails poolside.

So the Bacardi portfolio is bringing back those recipes with a welcome twist of the past.

SPLASH BACK: HOW IT WORKS

The Bacardi portfolio pays homage to classic cocktails with a unique poolside experience.

Menu:

- Vintage-inspired poolside cocktails that feature the Bacardi portfolio along with history of each drink

Drink Serve/Vessels:

- Drink cart offers classic cocktails mixed live. It also plays island music as it approaches reminiscent of the ice cream man ☺
- Trader Vic style drink vessels and shared cocktails

Social/Digital:

- Geotargeted Snapchat filter looks like a retro postcard. Post digital postcard on Facebook, Twitter and Instagram.

Hotel Assets:

- Hotel key sleeves introduce the Bacardi poolside Splash Back menu by highlighting one cocktail and it's history with a call to action to join the Sunset Splash Back happy hour.



SPLASH BACK: HOW IT WORKS

Poolside:

- Cocktail servers and bartenders wear retro-inspired patterned shirts
- Swag includes retro branded sunglasses (popular Rayban style still works), hand towels, old school hotel key chains and vintage patterned flip flops with purchase of Bacardi cocktails
- **Daily Pool Happy Hour:** After lunch, the clock turns back and Bacardi cocktails become cheaper as the day gets later to encourage guests to stay by the pool
- **Saturday Ritual:**
 - Sunset Splash Back Happy Hour with Esther Williams style synchronized swimming
 - After the show is over guests can take photos with the swimmers and get a photo opp against a retro background with props like sunglasses, bathing suit caps, goggles, floaties, etc.



VIP Cabana:

- Large two man treasure chest filled with ice/dry ice comes around every hour to service the VIP cabanas with a cold towel and an amuse bouche cocktail (Options: bottled cocktail, M&R mini bottles with straws or cocktails in a container with a lid). Creates visual interest and stopping power.
 - Key also unlocks the chilled towel trunk located at the towel stand or at the pool bar
- Retro radio iPhone docking station available to set their own mood



Poolside Bar:

- **Daily Ritual:** At sunset pool bartenders host a flair bartending session to make the colorful and delicious Bacardi cocktails. Everyone holding a Bacardi key chain gets a complimentary cocktail from the flair show.



SPLASH BACK: EXAMPLE MENU

Rum:

- Zombie - Don the Beachcomer in SF (1930s)
- Pina Colada - Caribe Hilton Hotel's Beachcomber Bar in San Juan (1963)
- Mai Tai - [Trader Vic's](#), Emeryville, CA (1944)

Gin:

- Singapore Sling - The Long Bar at [Raffles Hotel](#), Singapore (1915)
- Martini - Martini di Arma di Taggia at the Knickerbocker Hotel in New York City (pre-WW I) – also offered with vodka

Vodka:

- Bloody Mary, [King Cole Bar](#), St. Regis Hotel, New York City (1920s)

M&R/St Germain:

- Mimosa – Frank Meier at the Ritz Hotel in Paris (1925)

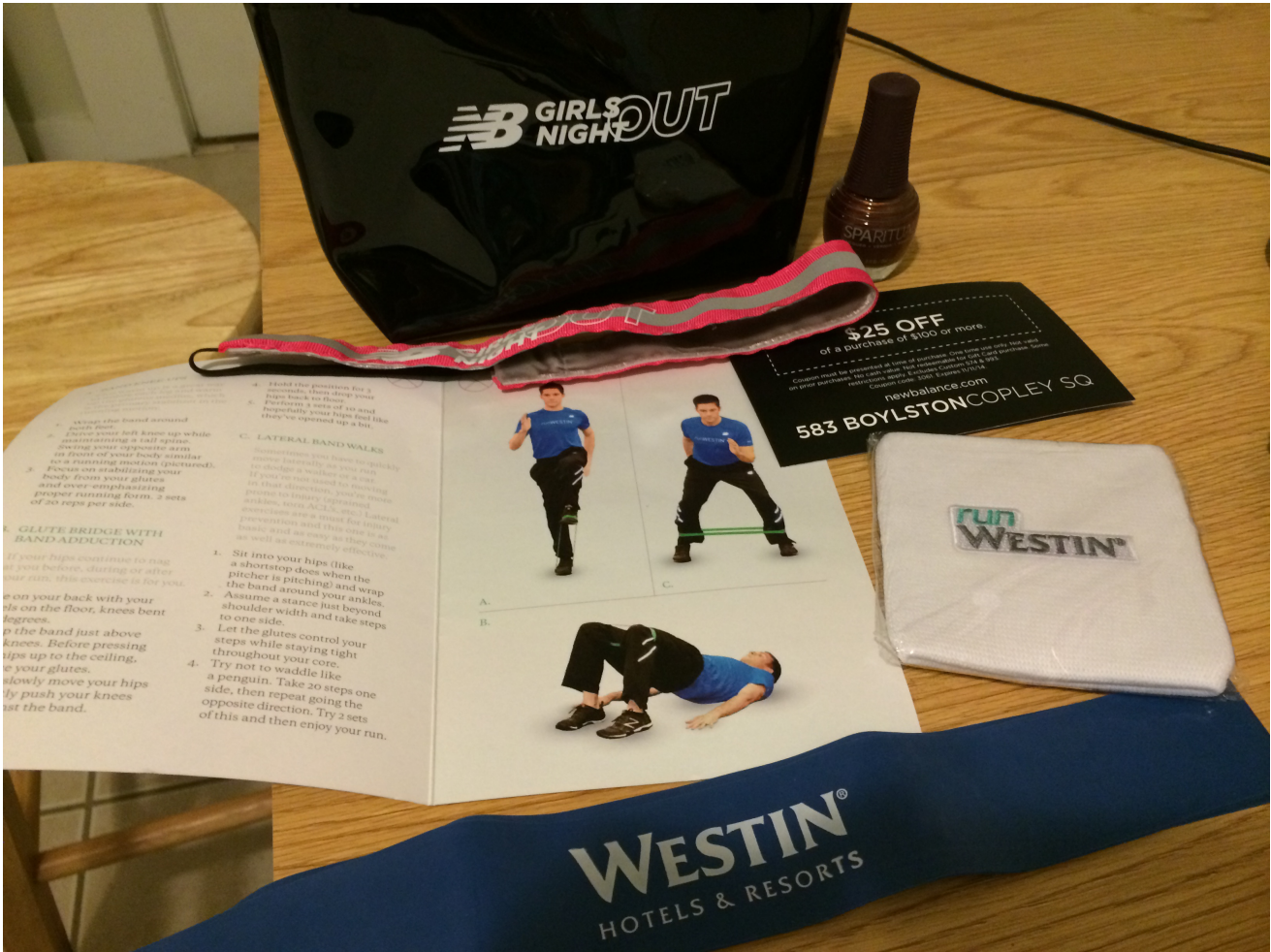
Tequila:

- Margarita - Rancho La Gloria, halfway between Tijuana and Rosarito, Mexico (1938)



CONCEPT 2

Customization and personalization



HAND PICKED

Hotel guests can customize everything from the type of pillow to a friendly goldfish companion. So why not a cocktail? The Bacardi portfolio offers something for every taste, even local flavors, so we can customize cocktails to a guest's liking to make their stay even more enjoyable.

HAND PICKED: HOW IT WORKS

The Bacardi portfolio brings personalization and local flavor to life through cocktails and curated experiences

Menu:

- Bespoke cocktail menu allows guests to choose their base spirit and flavor profile (i.e., sweet, bitter, sour) for a custom cocktail
- Guests can also choose food/menu pairing suggestions that complement the flavor profile of their cocktail (Ex. Miami - mojitos and mini Cubans, LA – West Coast tacos and tequila)

Drink Serve:

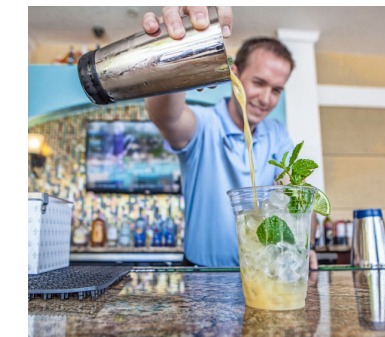
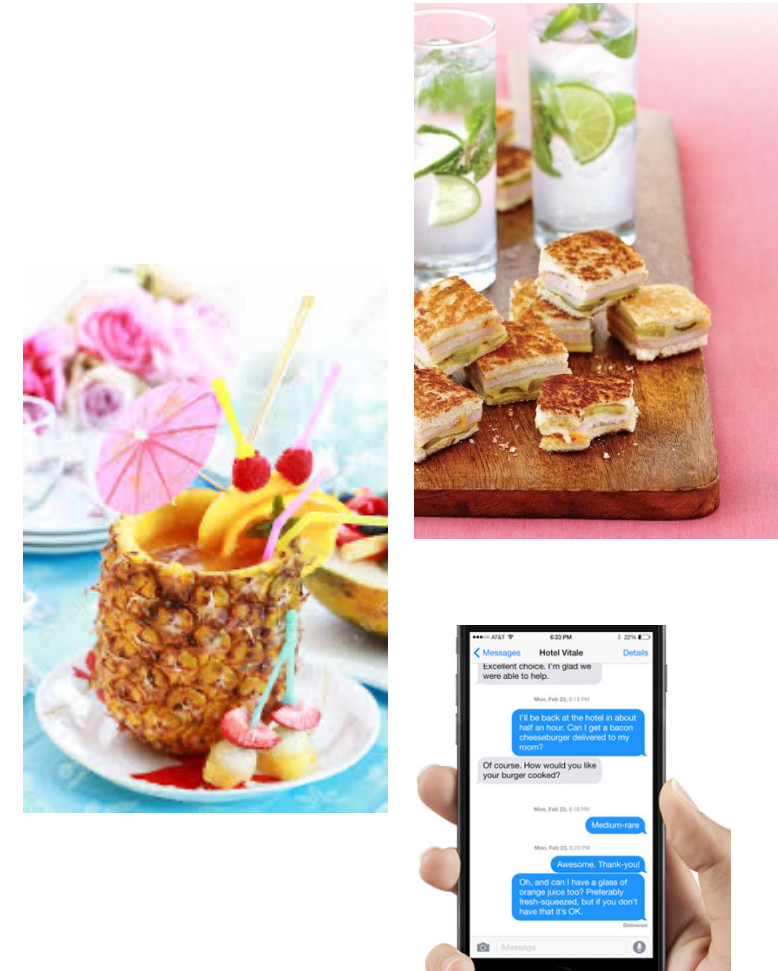
- Drink cart brings the bespoke cocktail menu to life with local fruit or flowers as colorful garnishes along with Bacardi swag
- Drinks can be served in hollowed out fruit like watermelons, pineapples and coconuts

Weekend-Long Offer: Guests choose the Bacardi portfolio cocktail package for a flat rate and upgrade or “hand pick” a pool amenity (i.e., cabana), plus a bag of Bacardi pool swag

Digital/Social:

- Cocktail valet service where you can text when you’re ready for a cocktail (think W Hotel Whenever, Wherever)
- Guests are encouraged to share their cocktail creation for a chance to upgrade to a VIP experience of their choosing (Ex. cabana, Bacardi beverage package, dinner for two)

Partnership: TripAdvisor pairs local activities with Bacardi cocktail flavor profiles (Ex. adventurous, low key) for fun, education and credibility



HAND PICKED: HOW IT WORKS

VIP Experience:

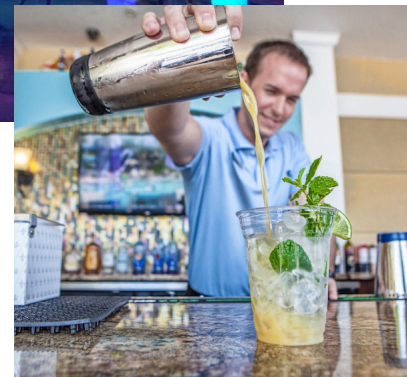
- Guest can have their select cocktails on demand through a portable tap system

Poolside:

- **Weekend Ritual:** Friday and Saturday afternoon the hotel hand picks a local show to feature a bite size performance so guest can get a little local flavor and discounted tickets to the show.

Pool Bar:

- **Bartender Engagement:** Guests can enjoy a bartender education session at the bar where they can learn about complementary local flavors and flavor profiles



THANK YOU!