

BACARDÍ TANGERINE FUSION Q1-Q2 INTEGRATED RETAIL PLAN

CONCEPT PRESENTATION (R2)
AUGUST 13, 2014



DISCOVERY

You have a sense of discovery. You don't fear what's ahead of you. In fact, you run toward it. You embrace the journey AND the destination, soaking up all the nuances in between. BACARDI Flavor Rums we created to enhance your rum drinking experience by taking a great rum and a great night to the next level.

Take the plunge into a new taste journey and embrace where the unknown will take you.



DISCOVER THE
FLAVOR



YOUR ADVENTURE AWAITS



BACARDI
TANGERINE
FUSION

OFF-PREMISE MESSAGING STRATEGY

Path to Purchase: How It Comes to Life At Retail

30' Elements

Objective:

- ◆ Q1 - Introduce new Tangerine Fusion Flavor
- ◆ Q2 – Reinforce Tangerine Fusion's addition to the BACARDI flavor rum line up

10' Elements

Objective: Encourage discovery of bold flavor through visual alchemy

1' Elements

Objective: Explain rum flavor RTB and inspire exploration of personal flavor



EXTENSIONS: DISCOVER THE FLAVOR (Q1)

Q1: Tangerine



Sampling (On-Premise)

- ◆ Consumers choose one of x# Tangerine cocktail samples so they can discover ways Tangerine taste in various cocktail and they'll get surprise swag in return (i.e., sunglasses, shot glasses, branded compass, safari hat)
- ◆ Samples are served in branded tangerine colored shot glasses
- ◆ Brand ambassadors are dressed up in sexy island adventure gear to reinforce the discovery theme. They sample as well as hand out flavored Tangerine temporary tattoos
- ◆ Alt: Consumers can guess the new flavor for a prize

Sampling (Off-Premise)

- ◆ Create flavor strips of Tangerine Fusion cocktails at shelf along with educational brochure/card
- ◆ Shoppers can try different cocktails combination featuring Tangerine Fusion



EXTENSIONS: DISCOVER THE FLAVOR (Q1)

Q1: Tangerine

Consumer Engagement (On-Premise)

- ◆ Key accounts host a Surprise Bacardi Tangerine Fusion Cocktail Night where consumers boldly choose a cocktail they've never had – with Tangerine as the primary spirit for a limited time

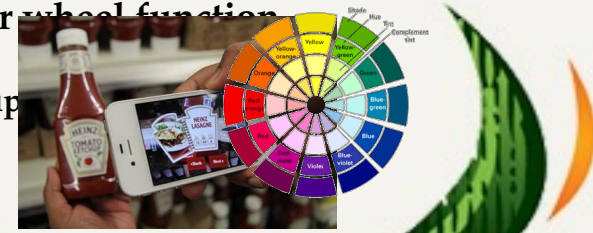
Bottle Glorifier (On-Premise)

- ◆ Tangerine colored lava in bottle shaped lava lamp or filled with electricity/spa



Display (Off-Premise)

- ◆ Large Tangerine bottle serves as display enhancer
- ◆ Create a “choose your own adventure” cocktail pairing wheel where consumers can pair seemingly random ingredients with Tangerine Fusion together through a slider or wheel function.
 - ◆ Digital plus up includes AR engagement where shoppers hold their phone up to a Tangerine Fusion bottle for recipes and demos (through Blippar)



EXTENSIONS: DISCOVER THE FLAVOR (Q2)

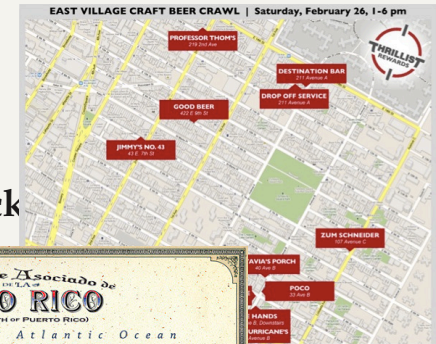
Q2: Core 6

Sampling (On-Premise)

- ◆ Create a local bar crawl/adventure guide where consumers get different BFR experiences at participating bars (i.e., Idle Rich Bar is the Limon bar, The Quarter Bar is the Tangerine Bar)
- ◆ Each bar is given flavor specific coasters with games like hang man or a maze that help them learn more about the flavor

Bottle Glorifiers (On-Premise)

- ◆ Create a base for each of the core 6 that light up when one is lifted off the back



BACARDI
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FUSION

EXTENSIONS: DISCOVER THE FLAVOR (Q2)

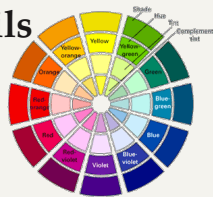
Q2: Core 6

Consumer Engagement (On-Premise)

- ◆ Key accounts host “Make Your Own BFR Bar” which includes a branded cocktail fruit/garnish bar where consumers choose ingredients and bartenders customize cocktails along with the core 6 flavors.
 - ◆ Consumers can also select a “bartender’s choice” if they’re are feeling adventurous
 - ◆ Cocktails are served in coconuts or wood/bamboo vessels
- ◆ “May I Suggest” bar menu featuring all core 6 flavors

Display (Off Premise)

- ◆ At-shelf engagement includes a flavor wheel where ingredients are paired to achieve unique cocktails



Make Your Own BFR Bar