



# BACARDÍ®

BACARDÍ FUEGO LAUNCH  
R1 CLIENT PRESENTATION

# OBJECTIVE

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**GET JOSE**

**TO TRY AND PURCHASE BACARDI FUEGO (WITH TABASCO)**

**BY ENCOURAGING TRIAL THROUGH A RITUAL AMONG FRIENDS**

**BECAUSE HE WANTS TO TURN UP THE NIGHT**



# ASSIGNMENT

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**CREATE BREAKTHROUGH OFF AND ON-PREMISE PROGRAMMING THAT INTRODUCES FUEGO IN A RELEVANT WAY, DEMONSTRATES HOW TO USE THE PRODUCT AND ENCOURAGES TRIAL**

## **OFF-PREMISE:**

- INTRODUCE THE PRODUCT, DRIVE TRIAL AND ENCOURAGE INITIAL PURCHASE
- 50ML SHOULD BE A FOCUS

## **ON-PREMISE:**

- CREATE, DRIVE TRIAL AND INTRIQUE WHILE ENCOURAGING THE SHOT RITUAL

# BRAND

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## ESSENCE

FREEDOM

PASSION

IRREPRESSIBILITY



## FOCUS

FIRST RUM TO ENTER  
SHOT CATEGORY

KNOWN BY ITS DISTINCTIVE  
RED COLOUR

HIGHER ABV THAN  
COMPETITORS AT 40%

DRIVING THE LATEST TREND  
OF 'EASY RITUAL' IN THE ON-  
TRADE

# SHOPPER INSIGHTS

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## OFF-PREMISE:

- TYPICALLY TRIES DIFFERENT BRANDS / NEW PRODUCTS
- LOOKING FOR UNIQUE BOTTLES AND PACKAGING
- WANTS THE OPTION OF DIFFERENT SIZES TO TRY AND FOR FLEXIBILITY
- MORE OPEN TO SPONTANEOUS PURCHASE AT FRONT DISPLAY
- MORE WILLING TO PARTICIPATE IN PROMOTIONAL CONTEST / GIVEAWAYS

## ON-PREMISE:

- ALL ABOUT BEING SEEN / NOTICED

# CHANNEL INSIGHTS

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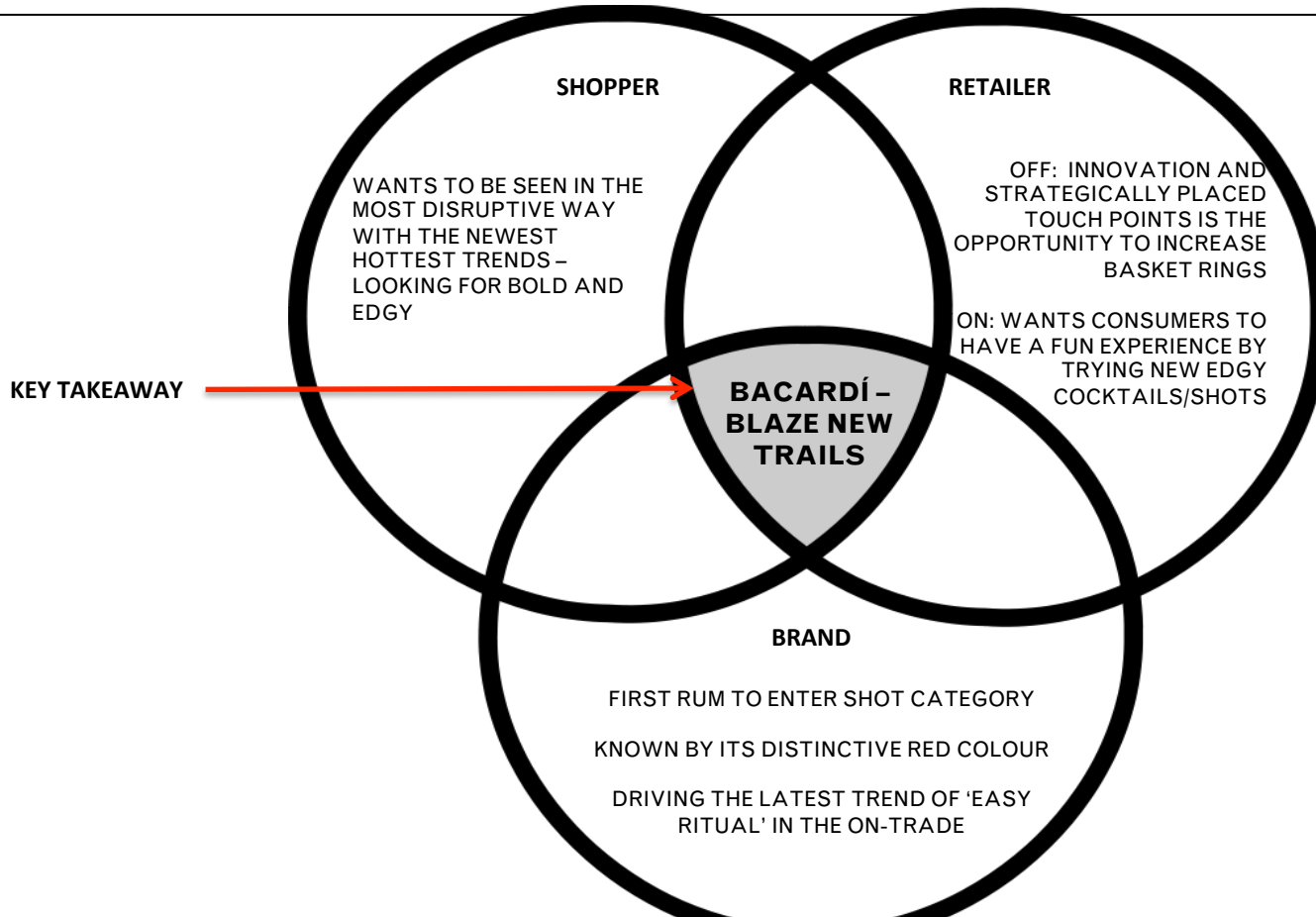
## OFF-PREMISE:

- SEE AND GET A TON OF EXECUTIONS EVERY YEAR THUS WE NEED TO BE DISRUPTIVE
- LOOKING FOR UNIQUE SOLUTIONS – MUST COMMUNICATE POINTS OF DIFFERENTIATION
- ALWAYS LOOKING FOR HIGHER BASKET RINGS THUS PUTTING QUICK GRAB AND GO SOLUTIONS AT MULTIPLE TOUCH POINTS IS KEY

## ON-PREMISE:

- **LOCAL BAR:** CONSUMERS ARE CONDITIONED TO ORDER WHAT THEY KNOW (I.E., FIREBALL) THEREFORE WE NEED TO OFFER RELEVANT, BOLD AND EDGY SOLUTION
- **CASUAL DINING** – SHOTS WON'T BE LISTED ON DRINK MENU – NEED TO BRING NEW MIXED COCKTAIL

# KEY TAKEAWAY



# PATH TO PURCHASE COMMUNICATION HIERARCHY

	PATH TO PURCHASE COMMUNICATION HIERARCHY					
	[ 30' ] CAPTIVATE		[ 10' ] COMPELL		[ 2' ] CLOSE	
MESSAGE MIX	MESSAGE	VISUAL	MESSAGE	VISUAL	MESSAGE	VISUAL
<b>PRIORITY 1</b>	ESSENCE / MOOD STATE	ENERGY, DRAMA, SENSE OF SPEED/ MOVEMENT CUES (NODS TO NIGHT TIME PARTY)	DRINK STRATEGY	FUEGO SHOT WITH TABASCO	NEW PRODUCT	FUEGO BOTTLE WITH "NEW" CALL OUT
<b>PRIORITY 2</b>	NEW PRODUCT	FUEGO BOTTLE	ESSENCE / MOOD STATE	ENERGY, DRAMA, SENSE OF SPEED/ MOVEMENT CUES (NODS TO NIGHT TIME PARTY)	DRINK STRATEGY	PRIMARY: SHOT RECIPE SECONDARY: MIXED COCKTAIL RECIPE
<b>PRIORITY 3</b>			NEW PRODUCT	FUEGO BOTTLE WITH "NEW" CALL OUT		
CONTINUITY	-----ENERGY (THROUGHOUT), UNTAMEABLE TOUR (ONE CONCEPT)----- <b>LIVE PASSIONATELY. DRINK RESPONSIBLY.</b> 2015 LEGAL LINE					
TOUCHPOINTS / ELEMENTS	<b>OFF-PREMISE EXAMPLES:</b> POSTER, PRICE POSTER, IMPRINTABLE/ RETRACTABLE BANNER <b>ON-PREMISE EXAMPLES:</b> IMPRINTABLE/ RETRACTABLE BANNER		<b>OFF-PREMISE EXAMPLES:</b> CASE CARD, CASE TALKER, COUNTERCOUNTER, PRICE SPOT <b>ON-PREMISE EXAMPLES:</b> JUMBO PHOTO FRAME ON, TABLE TENT – RECIPE ON		<b>OFF-PREMISE EXAMPLES:</b> NECKER, SHELF TALKER, W/ TEAR PAD, TABLE CARD, SHELF STRIP <b>ON-PREMISE EXAMPLES:</b> MENU INSERT, COASTERS	



**BACARDÍ**

# WHAT YOU WILL SEE / WON'T SEE TODAY

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## WHAT YOU WILL SEE

- 3 IDEAS / DESIGN EXPLORATIONS LEVERAGE TABASCO PARTNERSHIP
- RANGE OF WORK (STARTING WITH BVI AND PUSHING ENERGY/PREMIUM CUES)
- CONCEPT WITH 'FUEGO FACE' INTEGRATION
- DISPLAY / ENHANCERS AND VAP SUGGESTIONS
- SAMPLING PROGRAM CONCEPTS / MECHANICS (ON- AND OFF-PREMISE)
- CATCHY BAR CALLS AND CASUAL DINE DRINK NAMES

## WHAT YOU WILL NOT SEE

- ALTERNATE HEADLINE OPTIONS
- CONCEPT WITH 'UNTAMEABLE TOUR' INTEGRATION
- FULLY BAKED 30-10-2 CREATIVE/UNIQUE ELEMENTS

# CREATIVE TERRITORIES

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- BRANDING/PORTFOLIO DIFFERENTIATION
- FLAVOR ATTRIBUTES
- RITUAL
- DRINKING OCCASION (PARTY IGNITER)



# CONCEPT BUILD

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- **BEGINNING:** GETTING LOCKED AND LOADED
- **MIDDLE:** IN THE MOMENT
- **END:** THE AFTERMATH

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# CONCEPT 1

**JOSE LEADS THE PACK AND WILL IGNITE HIS NIGHT WHILE  
HIS FRIENDS JOIN HIM IN HIS NEW SHOT RITUAL**

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# READY, AIM, FUEGO

WHEN YOU SET YOUR SIGHTS ON AN EPIC NIGHT THERE'S ONLY ONE WAY TO TAKE AIM. BACARDÍ FUEGO IS THE NEW STRAIGHT SHOOTER IN OUR ARSENAL THAT TRIGGERS A POWERFUL REACTION NIGHT AFTER NIGHT.

# READY, AIM, FUEGO



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**READY, AIM, FUEGO**

# READY, AIM, FUEGO: OFF-PREMISE

## POS/DISPLAY ENHANCERS

- INTRODUCE THE SHOT RITUAL
  1. *READY*: POUR THE SHOT,
  2. *AIM*: DASH IN THE TABASCO,
  3. *FUEGO*: TAKE THE SHOT
- 3-CASE STACK TABASCO CO-MERCH WRAPPED IN “EXPLOSIVES”



**VAP:** 50ML SHOULDER HOLSTER/BANDOLIER AND A BRANDED BANDANA

**50ML CO-PACK:** BUNDLED TO LOOK LIKE STICKS OF DYNAMITE WITH A MINI TABASCO BOTTLE IN THE CENTER

**SAMPLING EVENT:** “FUEGO SQUAD” (AKA SAMPLING TEAM) INTRODUCES SHOPPERS TO THE READY, AIM FUEGO SHOT RITUAL



# READY, AIM, FUEGO: ON-PREMISE

**BAR CALL:** “READY, AIM, FUEGO”

## **SAMPLING EVENT:**

- BACARDÍ GIRLS (AKA “FUEGO SQUAD”) WEAR A SHOT HOLSTER (AKA BANDOLIER) AND HAND OUT BLINDFOLDS (BANDANAS)
- “CUBAN ROULETTE” - PARTICIPANTS ARE BLINDFOLDED AS SHOTS RANGE FROM MILD TO EXTRA SPICY ARE SPUN BEFORE THEM. THEY SHOOT WITHOUT KNOWING THE LEVEL OF SPICE.
- “FUEGO FACE” INTEGRATION

**POS (TABLE TENT/COASTER):** INTRODUCE THE SHOT RITUAL:

1. *READY*: POUR THE SHOT
2. *AIM*: DASH IN THE TABASCO
3. *FUEGO*: TAKE THE SHOT



**CUBAN ROULETTE**

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# CONCEPT 2



**JOSE IS CONFIDENT, TRIES NEW BRANDS / PRODUCTS AND IS  
NOT AFRAID TO TAKE THE NIGHT UP A NOTCH**

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# SET YOUR NIGHT ON FUEGO

SOMETIMES IT ONLY TAKES A SPARK TO GET A PARTY FIRED UP. BACARDÍ FUEGO IS THE NEW FIRE STARTER THAT IGNITES WITH A FIERY CHARGE AND ENDS IN A BLAZE OF GLORY.

# SET YOUR NIGHT ON FUEGO



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**5 ALARM FUEGO**  
(#ALARM = #TABASCO DROPS)

## SET YOUR NIGHT ON FUEGO: OFF-PREMISE

**DISPLAY ENHANCERS:** LARGE FUEGO BRANDED EXTINGUISHERS FLANK THE CASE AND/OR INCORPORATED IN DISPLAY

**VAP:** MINI FIRE EXTINGUISHER ARE HITCHHIKED TO THE FUEGO BOTTLE TO BE USED FOR WATER OR AS A FLASK

**CO-PACK** (50ML): DUMP BIN DISPLAY IN METAL FIRE BUCKETS (USUALLY FILLED WITH SAND)

**SAMPLING EVENT:** “TRIAL BY FUEGO” STATION - SAMPLING TEAM OF FIRE WOMEN (WITH A FUEGO FLAIR) EDUCATE SHOPPERS ON THE SHOT AND OFFER TO PUT OUT THE FIRE IF THINGS GET TOO HOT



# SET YOUR NIGHT ON FUEGO: ON-PREMISE

**BAR CALL:** “5 ALARM FUEGO,” “4 ALARM FUEGO,” ETC.

## SHOT MECHANISM / RITUAL

- “CUBAN FIRE DRILL” – EACH PERSON DOCTORS THEIR OWN FUEGO SHOT WITH TABASCO AND RUNS AROUND UNTIL THEIR TIMER STOPS, DRINKS THE SHOT IN FRONT OF THEM AND “COOLS DOWN” WITH A CUBA LIBRE
- FUEGO ALARM GOES OFF EVERY TIME A SHOT IS ORDERED

## SAMPLING EVENT

- “TRIAL BY FUEGO” CHALLENGE: FLIP CUP THAT GETS HOTTER AS YOU GO DOWN THE ROW (LEGAL VERSION)
- BACARDÍ GIRLS COME IN UNEXPECTEDLY AS FIREWOMEN AND “HOSE” THE PLACE DOWN



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# CONCEPT 3

**JOSE LIKES NEW CHALLENGES AND WANTS TO EXPERIMENT  
WITH BOLD NEW FLAVORS TO BRING EDGE TO HIS NIGHT**

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# FEEL THE BURN

WHEN THE NIGHT'S INTENSITY INSIDE YOU IS BOLDLY  
BURNING THERE'S ONE NAME THAT STARTED IT ALL. TAKING  
A SHOT OF BACARDÍ FUEGO AND TABASCO IGNITES AN  
EPIC NIGHT AND MAKES NO APOLOGIES FOR WHAT  
HAPPENS NEXT.



# FEEL THE BURN



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**TURNT & BURNT**

# FEEL THE BURN: OFF-PREMISE

**NECKER:** A “SCRATCHER” LET’S LUCK DECIDE YOUR CHALLENGE OF HOW HOT YOU MAKE IT. THE BACK EDUCATES SHOPPERS ON HOW TO TAKE THE SHOT AND “FEEL THE BURN”

**CO-PACK (50ML):** WRAPPED IN A FUEGO BRANDED SWEAT BAND

**SAMPLING EVENT:** “FEEL THE BURN” – SAMPLING TEAM ENCOURAGES CONSUMERS TO ADD AS MANY TABASCO SHOTS AS THEY CAN HANDLE



# FEEL THE BURN: ON-PREMISE

**BAR CALL:** “TURNT AND BURNT”

**POS/MATERIALS:** A “SCRATCHER” COASTER LET’S LUCK DECIDE YOUR CHALLENGE OF HOW HOT YOU MAKE IT. THE BACK EDUCATES CUSTOMERS ON HOW TO TAKE THE SHOT AND “FEEL THE BURN”

**SAMPLING EVENT:** BACARDÍ GIRL OFFERS A SHOT THAT YOU CAN TAKE TO TURN UP THE NIGHT OR GIVE TO A GIRL AND RISK GETTING “BURNT” (GO DOWN IN FLAMES).

**SHOT MECHANISM/RITUAL:** SMOKING TRAY OF SHOTS

**SMARTPHONE APP:** FUEGO TABLE DISPLAY ACTIVATES CAMERA (VIA BLIPPER)

- FLAMES ON SCREEN AND PRODUCT/GAME VIDEO
- SPIN SMARTPHONE FOR NUMBER OF DROPS
- APP KEEPS TRACK OF HISTORY, SOCIAL SHARING AND COMPETITION WITH FRIENDS



## ADDITIONAL SHOT CALLS

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- FIRE AND SPICE
- PANTS ON FIRE
- BAPTISM BY FIRE
- FIRE IN THE HOLE
- FIRESTARTER
- PEPPER UPPER
- THROAT PUNCH
- DROP KICK
- ROCKET
- FUEL RUM ROCKET
- RED ROCKET
- THE EXILE
- CUBAN MISSILE
- DEVIL'S DARE
- HEATWAVE
- UP IN SMOKE
- FIRE AWAY
- THE EXTINGUISHER
- THE HOTSHOT

## CASUAL DINING DRINK STRATEGY

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- FLAMING CUBAN (CUBA LIBRE WITH BACARDÍ FUEGO)
- FUEGO & COKE
- ROCKIN' RED (FUEGO & COKE WITH TABASCO)
- SMOKING RED HEAD

# CONCEPT RECAP



**READY, AIM  
FUEGO**



**SET YOUR NIGHT ON FUEGO**



**FEEL THE BURN**

## NEXT STEPS

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- CLIENT FEEDBACK DUE FRIDAY, 5/22
- R2 CONCEPT REVIEW WITH CLIENT & MADDEN TUESDAY, 6/2