

Growing Angostura Rum

Australia Untapped Potential



The Challenge...

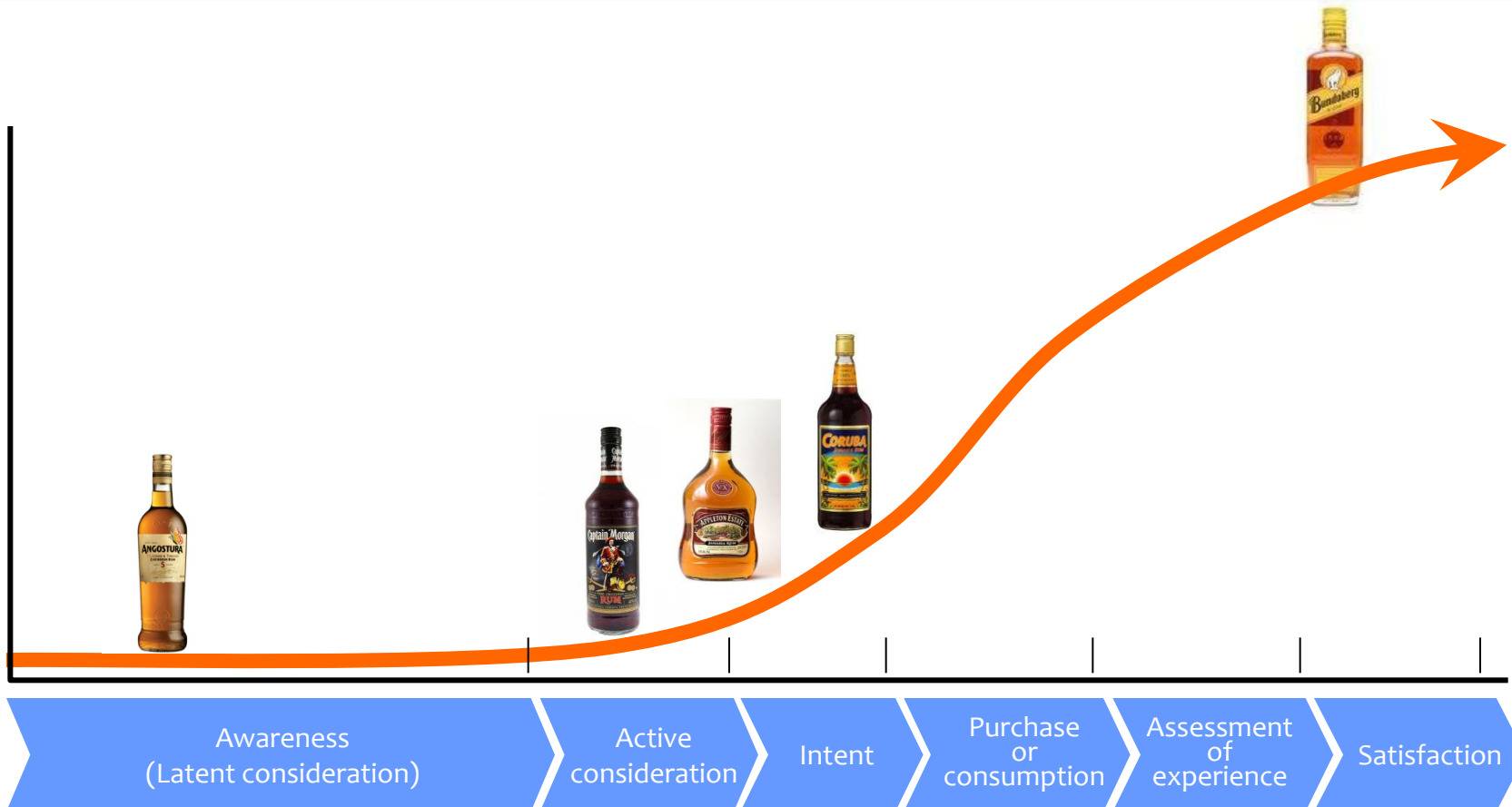
“Present one game changing idea that you either executed in 2011 or would like to execute in 2012”

Our Challenge?

Simply put – “to get into the Game”

Game Starting not Game Changing - Yet

We are firstly about changing Consumer *Perceptions* about Rum and What is



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Association

Aussie Icon

Player



Perception



Price

\$30 - \$35

West Indian or
Caribbean



\$37 - \$42

Pure Trinidadian



\$45 - \$52



Our Goals...

- Expand Brand Awareness Around the Angostura Brand Name & Pure Trinidadian Positioning
- Put the Brand in Front of Consumers to Engage and Drive Trial – Establish Brand as part of their Drinking repertoire – Move them to Active Consideration
- Reinforce Brand Credentials, Heritage and Authenticity to Key Decision makers to Support basic Sales and in Field Activities

Our Target Audience...

- Primary is Males 25 to 35 – Looking to Trade out of Bourbon & Scotch
- Secondary is Key Trade Influencers – Buyers, Higher End Bar Staff

Our Program...

- Bring Two Prominent **Freelance** Journalists to Trinidad During AGCC and Carnival
 - Give Ourselves as Much Opportunity to get take up from Key Publications
 - Present Two Different Styles to Cover as Many Different Angles as Possible
 - Looking for Specific Stories Covering;
1. Angostura Rum – General/Brand Awareness
 2. Angostura Distillery & Most Awarded Rums – Credentials and Credibility
 3. John Georges – Personality and Trinidadian
 4. Trinidad & Carnival – Personality & Underpinning West Indian/Caribbean Segmentation Strategy
 5. Our AGCC Cocktail Representative Joe Sinagra & his Journey – Human Interest around Angostura, Trinidad, Rum, Cocktails, Our Competition etc

Our Journalists...

NICK RYAN:



WINSOR DOBBIN:



Our Budget...

- Total A&P Allocation for the Exercise: AU\$15,000
- Return Economy Class Airfares, Accommodation and Expenses

Results...

- Already Gained a **Two Page** Advertorial in one Key Trade Publication and Have Secured a Commitment for another **Three Pages** in Another
- Alternate Cost of Advertising: AU\$3,500 per page
- We Have Already Paid for their Trip and we are not even back yet!!

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