

Growing Angostura Rum

Game Changing Idea 2012 / SIMPLE ltd / RUSSIA



Distributor Conference 2012 – Trinidad & Tobago

Activity

“Angostura Rum Crew”*

* - draft title

GOALS

BACKGROUND

After Angostura launch in the Russian market in the course of 2010-2011 Simple managed to establish high Brand Awareness among professional audience – trade representatives (bartenders, retail buyers), spirits journalists and drinks opinion leaders. To ensure further successful brand development in the market we have secure these achievements by growing Brand Awareness and Brand Usage among actual end-consumers.

OBJECTIVES

Introduce Angostura rum brand to end-consumers in On-trade channel – boost Brand Awareness, disclose brand values, initiate trial and grow On-trade sales performance with further halo effect in Retail.

TARGET AUDIENCE

Active On-trade goers (mainly males, 25-30, students and young managers), enjoying having fun, socializing and gaining new experiences - opinion-leaders within their own circles of friends.

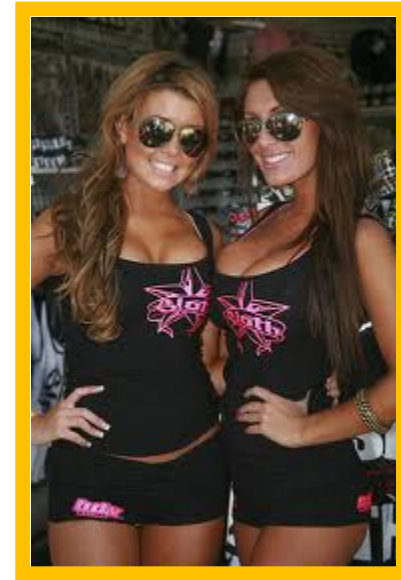


ACTIVITY

ACTIVITY OUTLINE

Angostura “Rum Crew” is a group of young and appealing female promoters. During promotion wave (1 wave - 3 weeks, Thursday through Saturday) the team wearing branded provocative uniform visits 3-4 top bars, interacting with potential consumers, getting them involved into *gift-with-purchase* promotion (e.g. branded souvenirs with every purchase Angostura rum portion, instant photo with “Rum Crew” girls, removable tattoo applied by one of the girls etc.)

The Angostura Rum Crew promotion is planned to run in 2 waves (6 weeks) in Moscow and St.Petersburg, covering up to 15 On-trade accounts (bars of D.Sokolov, S.Gevorkyan and other top opuring-oriented outlets)



USAGE VERSATILITY

Apart from execution in On-trade the activity can be integrated into any PR event supported by Angostura. It should also generate PR coverage in mass media – with photo-reports from “Rum Crew” nights placed on Angostura-Russia Facebook Page, Simple’s on-line resources and other partnership medias



BUDGET

At this stage the budget to run the activity with outlined duration and coverage is estimated at EUR 30 k. Budget may be adjusted according to creative mechanics choice, number of accounts covered and waves review.

MEASUREMENT & EVALUATION

SALES

The activity is aimed at sales boost within accounts covered by promotion. Initial Angostura sales increase can be roughly estimated at 300% and can achieve 1 000 bottles during the period of promotion.

Apart from instant sales results the activity is long-term investment and should increase Angostura rum consumption by target consumers outside of the promotional period as have a spill-over effect on Retail turnover.

BRAND AWARENESS AND VALUES PERCEPTION

Brand Awareness increase and sharing brand values by bringing them to life for target audience remains another (if not the main) task of the Angostura “Rum Crew” promotion.



THANK YOU!



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