



BACARDI®

# Campaign Branding Booklet

**JACOB FIELDING  
DIGITAL ADVERTISING  
WEB14304  
TERM 1**



# BACARDI<sup>®</sup> 3 Remarkable Advertising Campaigns.

## Sony Bravia ( bouncy Balls )

[https://www.youtube.com/watch?v=0\\_bx8bnCoiU&t=1s](https://www.youtube.com/watch?v=0_bx8bnCoiU&t=1s)

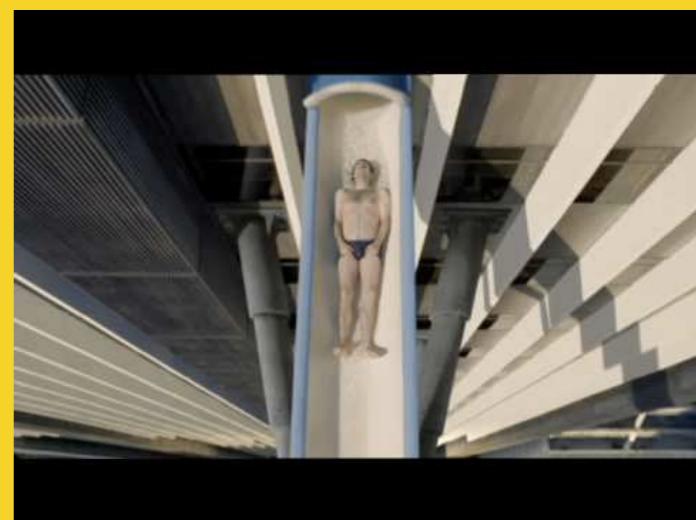
This is a really strong advertising campaign, firstly because I personally think the song makes the advert, it does make you forget what your even looking at for a second. The idea of the advert is to basically say Sony are spreading colour through the world with their new high definition televisions. ( the song makes the advert )



## Barclaycard (contactless)

<https://www.youtube.com/watch?v=1WIRcXIO5ik>

I really like this advert because the message is really clear the blue slide represents Barclays contactless running through the whole city, saying you can access this new service anywhere with barclaycard also the advert is quite comical and the songs kind of ties it all together, which for me the song is the most important part, it sells the whole concept / product much better.



## Volvo (Welcome to Volvo Cars)

<https://www.youtube.com/watch?v=2sjJDn-jATU>

This is another advert I have chosen I do really like this one because again the song is really the centrepiece of the campaign for me it kind of helps to sell the product, the idea of the advert is to show their safety their innovation and their new developments within their vehicles, it feels like they are aiming it at the family market.





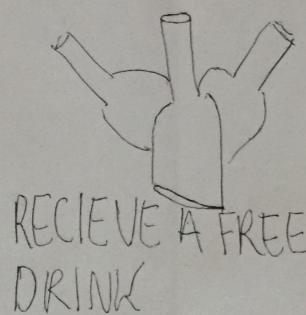
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# 12 CONCEPTS

CELEB VIDEOS  
CREATING THE COCKTAILS



COLLECT 12 BOTTLES

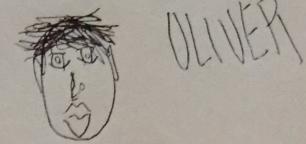


RECEIVE A FREE  
DRINK

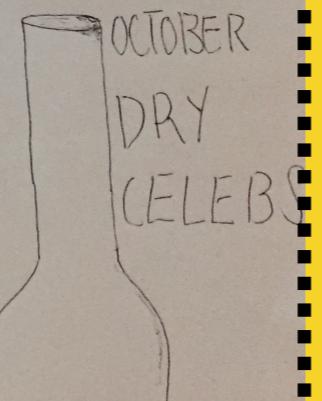
GO DRY  
OR GO HOME  
0% FOR  
STOPTOBER

BACARDI 0%  
BACARDI ZERO  
(GO DRY  
THIS OCTOBER

DRINK 0  
FOR STOPTOBER  
WITH JAMIE

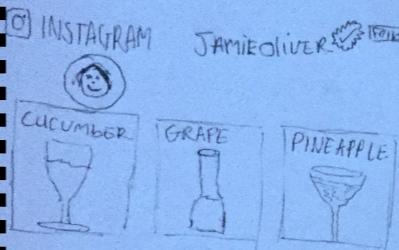


THIS  
GET  
WITH



OCTOBER  
DRY  
CELEBS

CELEB MADE MOCKTAILS



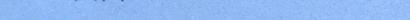
@INSTAGRAM JAMIEOLIVER FOLLOW!

STOPTOBER  
BACARDI  
MOCKTAILS

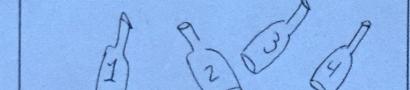
GO DRY!  
KEEP THE  
FESTIVAL  
PERIOD  
OCTOBER  
ROLLING

CREATE YOUR  
OWN MOCKTAIL  
AT FESTIVAL  
BEST CREATION  
WILL BE DEVELOPED

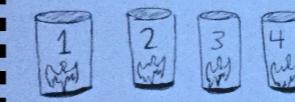
TRY 4  
PICK 1  
0.0%



FREE MOCKTAILS

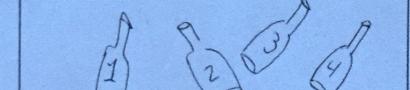


FESTIVAL 0.0% COCKTAILS  
PICK YOUR NUMBER



LEAVE YOUR  
REVIEW

FESTIVAL 10PM 0.0%  
FREE MOCKTAILS



PICK YOUR  
FAVOURITE!



4 FREE SHOTS  
AT FESTIVAL  
PICK RECEIVE  
FREE DRINK



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# 12 CONCEPTS

- **Collect 12 bottles to receive a free drink at the end of Mocktober.**
- **Celebrity videos on youtube and social media marketing the cocktails they have created.**
- **Free samples at festivals to gain feedback and to promote further before October.**
- **Competition walkers crisp style to decide the best flavour after Mocktober finishes.**
- **Drink 0% this Stoptober with Jamie Oliver.**
- **Festival pop up pick your flavour a vote.**
- **Festival pop up create your own flavour.**
- **Festival pop up try 4 flavours pick 1 get a free drink.**
- **Festival pop up create your on Mocktail best 1 wins.**

## SCRAPPED IDEAS

After looking over the concepts I feel some are strong ideas and some not so much due to practicality. The first concept I feel I'm going to scrap is using Jamie Oliver as a celebrity endorser, I believe sticking to current trending artists would appeal to the target audience vastly more than Jamie. The next concept I am going to leave behind is the create your own mocktail the reasoning due to planning to have this at a festival could become very costly and not very useful as you would not gain much substantial feedback and waste a lot of fruit. Another concept I plan to scrap is the festival pop up try 4 flavours pick your favourite and receive a free drink due to the fact it could become very costly although you would gain a lot of feedback giving away free drinks for very little effort would not be practical for this campaign.



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# Developing the Concepts

**Looking over all my initial Concepts I have decided to pin point a few that I feel have some real potential and are strong ideas.**

The first concept I am going to further develop is the use of social media marketing to kick start the campaign pre launch I feel using celebrity influence and on such popular social media platforms which our target audience of 18-25 uses religiously will be a good way to start gaining notoriety and interest from our audience.

The next concept I am going to develop further is giving samples at festivals to gain feedback and further help marketing promote and educate our audience on our new campaign. face to face interaction is needed to explain the concept in detail to potential customers.

The next concept I am going to develop further is creating an app which users will vote for their favourite flavour and also input their bottle cap codes to collect a free drinks, this will defiantly boost sales in Bacardi and cause an influx of customers purchasing the drink to try to find the code to collect to receive the free bottle.

The next concept I feel further development is needed for is the competition idea, for the people taking part in the mocktober challenge they can collect a number of bottle caps which some will have codes on, which they can then input into the app and once to full amount is collected they will receive a free sample bottle of the new chosen flavour.

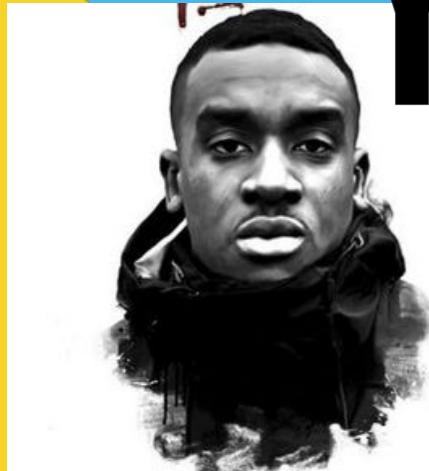


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# MOODBOARD



You Tube



STOP TOBER





Available on the  
App Store



Get it on  
Google play

YouTube



Visit our socials for more info



MOCKTOBER

FREE SAMPLES AT UK FESTIVALS!



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# TOUCH POINTS

## PHYSICAL

**Bacardi Mocktober Festival Popups,**  
Interacting with our audience by giving out free samples,  
gaining feedback and attracting more potential users to  
take part and download the app.

## DIGITAL

By using social media to promote and market the campaign, With celebrity influence which will by using Instagram twitter and snapchat we can lock in to our target audience to interact with their favourite artist by leaving feedback and commenting.

Using Youtube as a Platform to create and promote our celebrities creating their own drink. This will help to market our campaign and could help to spike a trend in the concept by using the artists to make posts on their new mocktails they created on video this would defiantly help to gain attention from the target audience of 18-25 as they would be the vast majority of the users subscribed to the artists I plan to use.

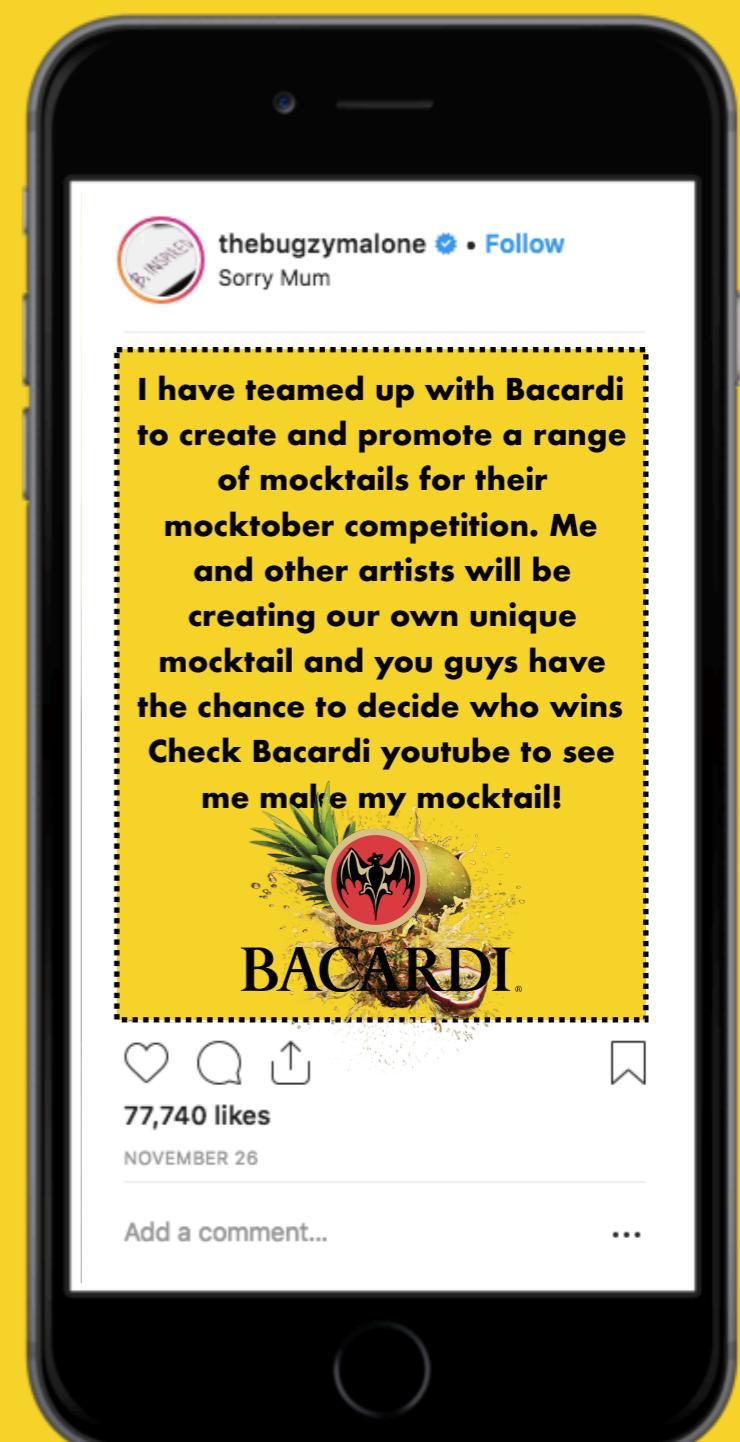
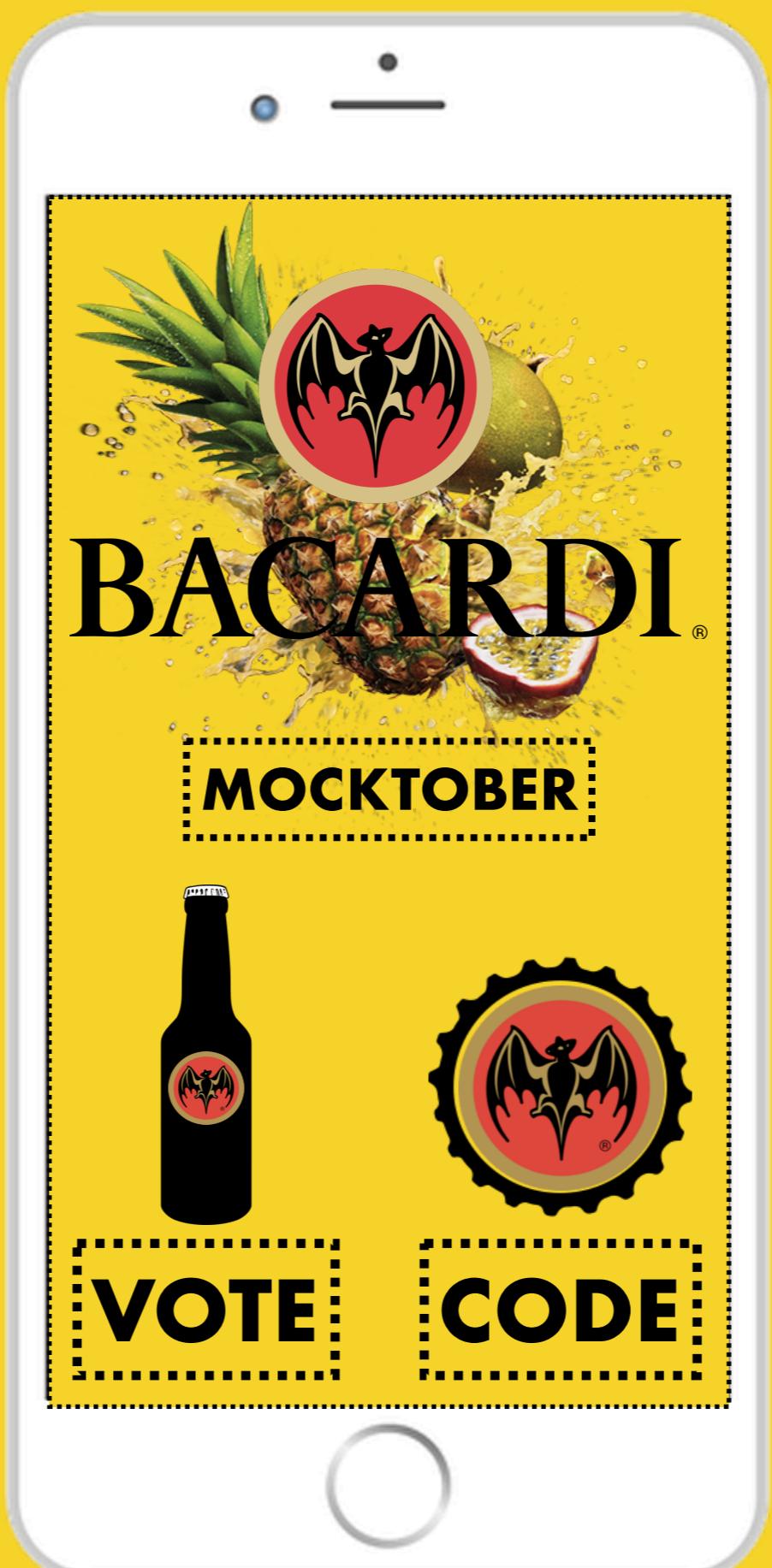
Developing an app which allows the users to vote for their favourite Artists flavour whilst also having the option to input the codes they have collected (during the Mocktober event ) to give them the chance to win a free bottle of the winning flavour. this will only help to boost sales and notoriety as everyone will want to get involved to get a free drink and to vote for their favourite artists drink.



# WEB MEDIA TOUCH POINT SOLUTIONS

## BACARDI®

These are some examples  
and prototypes of my  
physical and digital touch  
points in use.





# CAMPAIGN BRANDING EXPERIMENTATION

BACARDI



COLLECT  
12 CAPS  
RECEIVE FREE  
DRINK!

BACARDI® 0%



MOCKTOBER



CODE

BACARDI®



VOTE

DRY OFF

WITH BACARDI 0% AND OUR CELEBRITIES



# CAMPAIGN BRAND GUIDELINE

BACARDI®

**2pt Dotted box**

**3pt Dotted box**

**4pt Dotted box**

**5pt Dotted box**

FUTURA BOLD 14 pt

FUTURA BOLD 18 pt

FUTURA BOLD 36 pt

FUTURA BOLD 36 pt

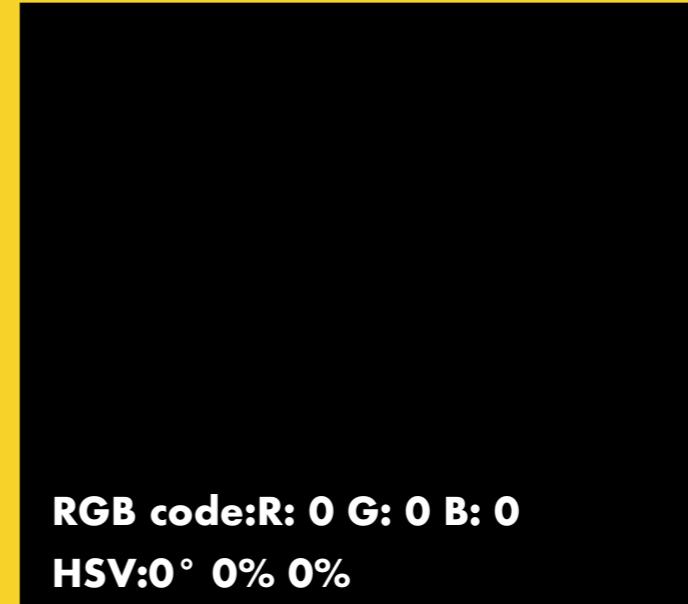
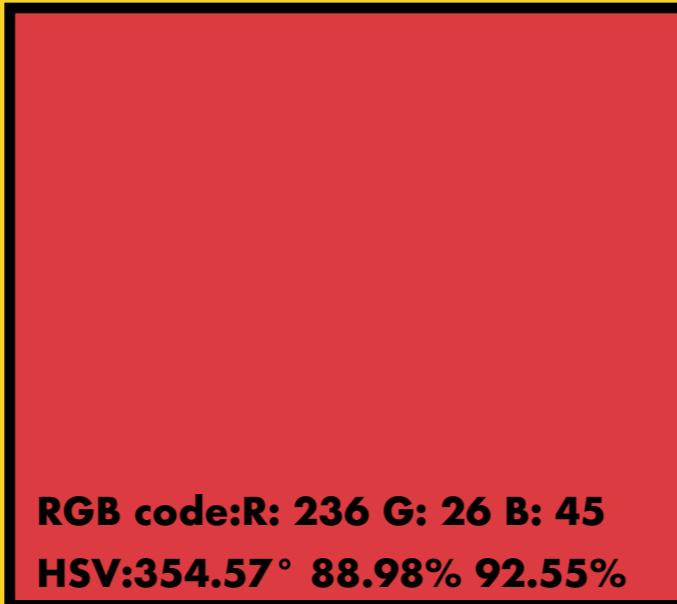
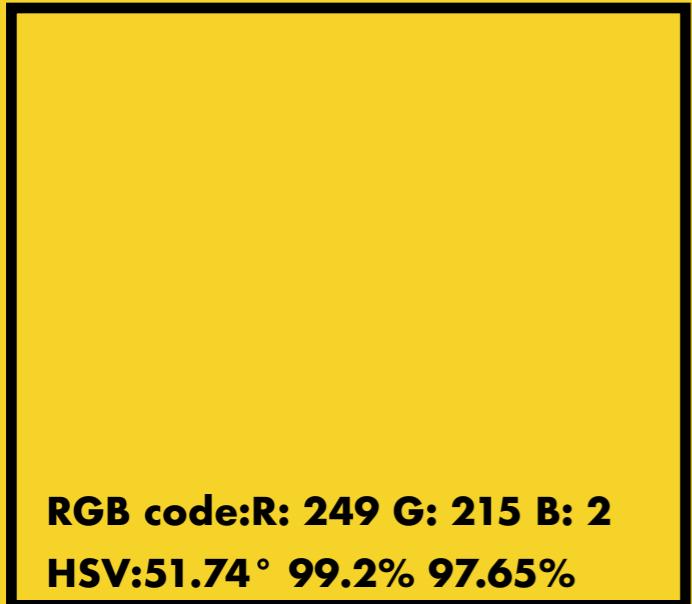
**ARIEL BLACK 64 pt**

**ARIEL BLACK 80 pt**



# CAMPAIGN BRAND GUIDELINE

## BACARDI®



305pt W X 280pt H

4pt DOTTED BOX

FUTURA BOLD 24pt

**FUN  
COLOURFUL  
FRUITY**