



BACARDI®

Digital Advertising

**Summative
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WEB14303**



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CLIENT BRIEF

**See Bacardi in a different light,
familiarise yourself with Bacardi's
existing music scene, create
something bold and original, Make
the festival season last all year
round.**



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RESEARCH

'Bacardi is collaborating with three artists – Giggs, Bugzy Malone and Stefflon Don'.

'Bacardi and Jamie Oliver partner for new cocktail-making venture'.

'The Great British Beer Festival will be offering an alcohol-free beer range for the very first time'





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INITIAL CONCEPTS

To Create and develop a range of celebrity developed Mocktails which will be marketed on their social media platforms and samples will be handed out at festivals.

To create a range of mocktails for stoptober using celebrity influence.

Create a competition similar to the walkers crisps were the favourite flavour is developed, but instead people will vote for the best mocktail and that will then be developed into a real drink after stoptober.



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4 MAIN POINTS

1 celebrity influence

2 Walkers style flavour competition

3 Mocktails

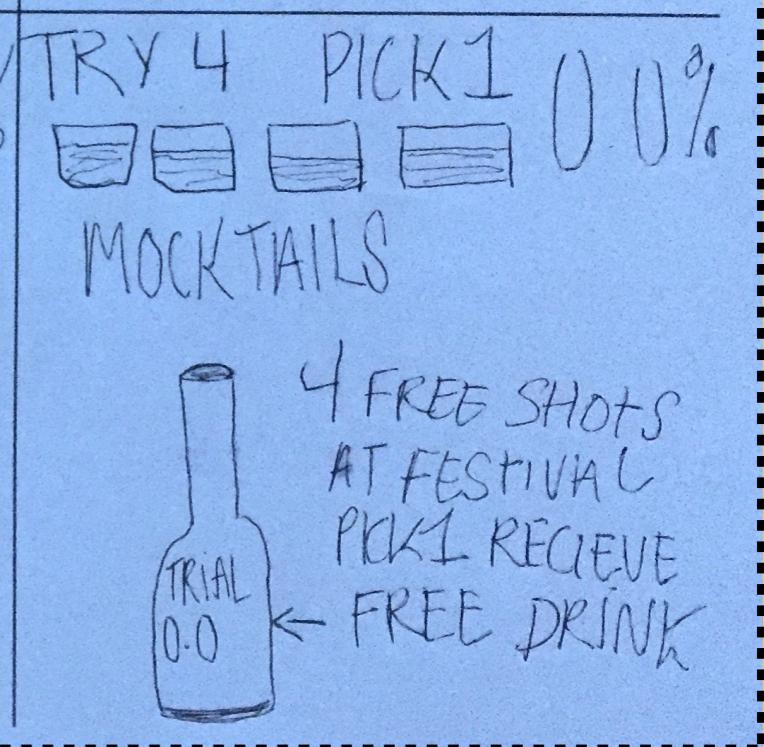
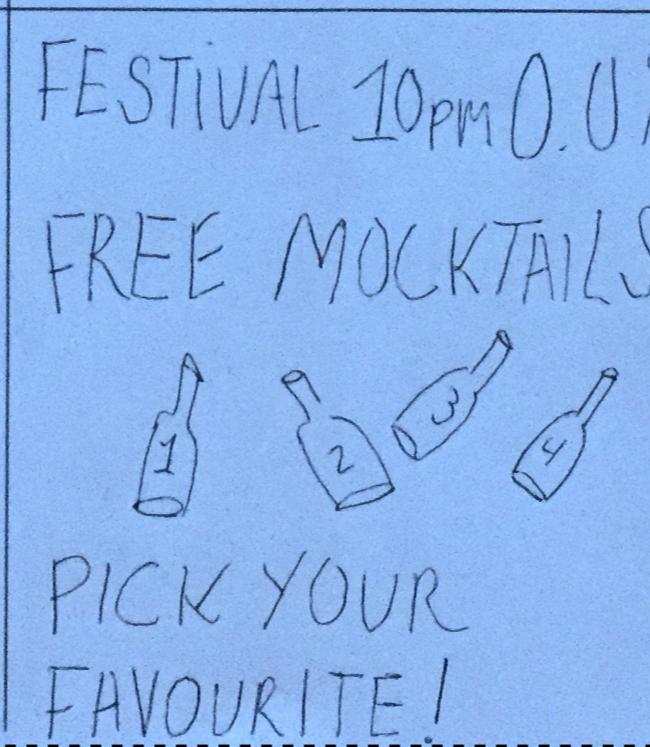
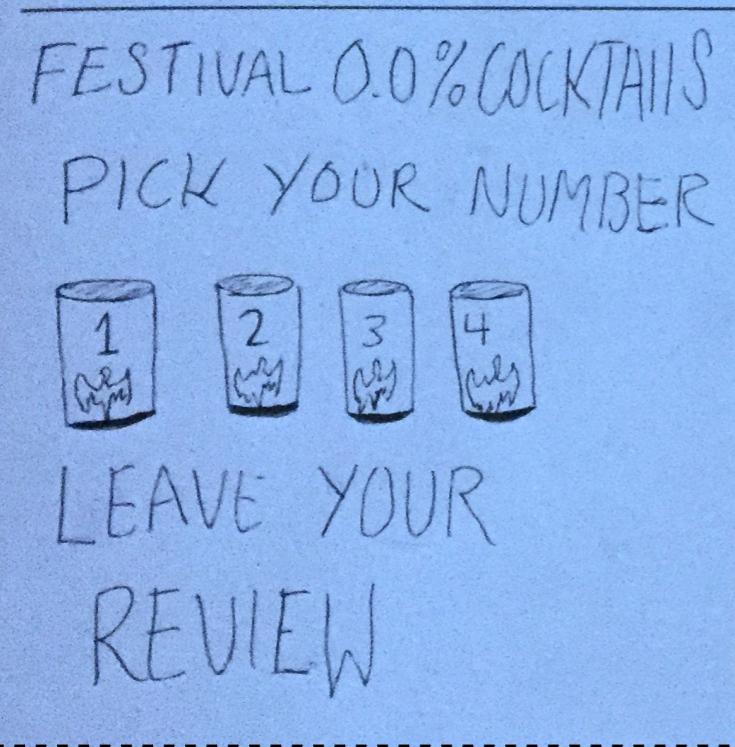
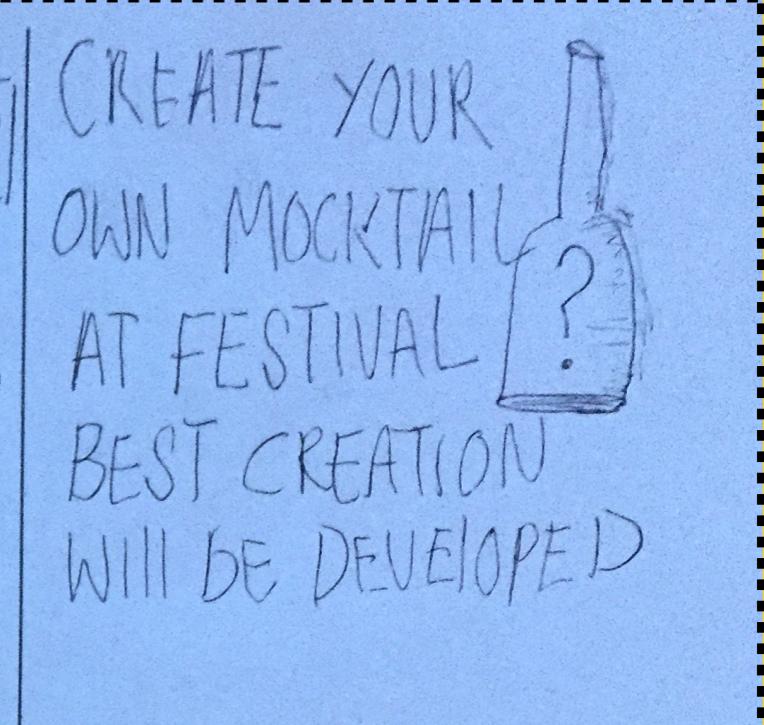
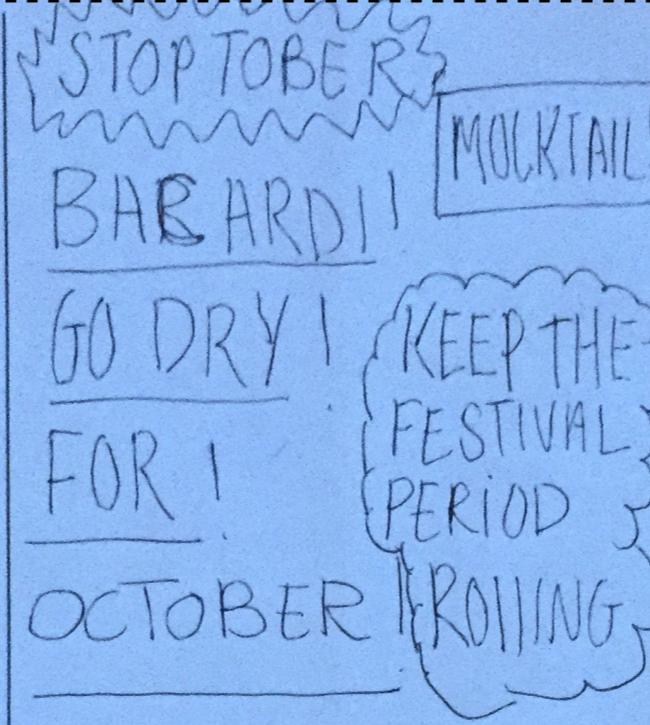
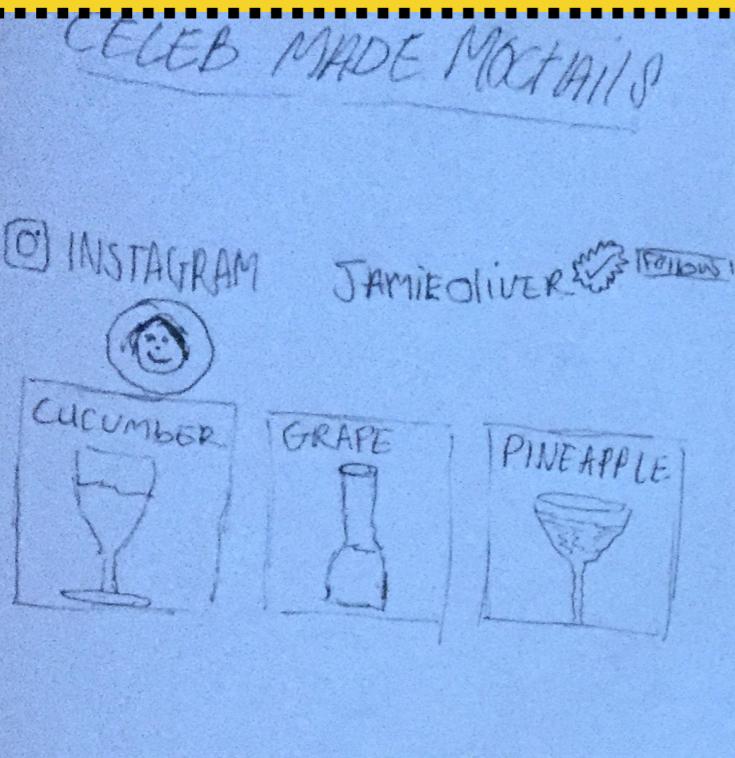
4 Stoptober with Mocktails instead of stop smoking.





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12 CONCEPTS

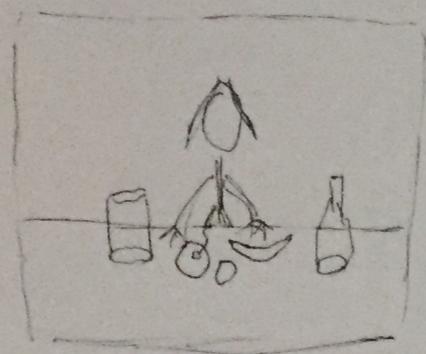




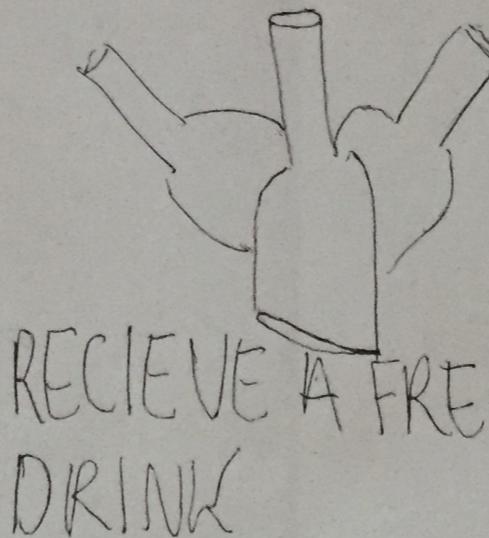
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12 CONCEPTS

CELEB VIDEOS
CREATING THE COCKTAILS



COLLECT 12 BOTTLES



RECEIVE A FREE
DRINK

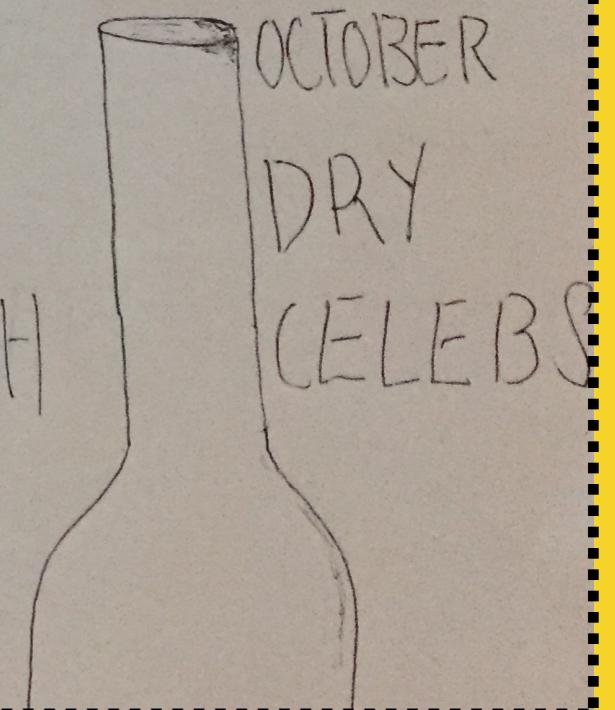
GO DRY
OR GO HOME
0% FOR
STOPTOBER

BACARDI 0%
BACARDI ZERO
GO DRY
THIS OCTOBER

DRINK 0
FOR STOPTOBER
WITH JAMIE
OLIVER



THIS
GET
WITH



OCTOBER
DRY
CELEBS



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12 CONCEPTS

SCRAPPED IDEAS

- **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.**

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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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.



BACARDI ELEVATOR PITCH

WHO IS IT FOR?

18-25
FESTIVAL GOERS
AND PEOPLE
INTERESTED IN 0.0%
ALCOHOL

THE IDEA ?

CREATE A NEW
RANGE OF CELEBRITY
CREATED MOCKTAILS.

WHY IS IT NEEDED?

TO ENCOURAGE
YOUNG PEOPLE
TO STOP
DRINKING FOR
STOPTOBER.

WHY IS IT WANTED?

FREE SAMPLES NEW UNUSAL
FLAVOURS CELEBRITY INFLUENCE
AND THE BEST FLAVOUR BEING
DEVELOPED TO AN ALCOHOLIC
BEVERAGE FROM NOVEMBER 1ST.

DRY OFF

WITH BACARDI AND OUR CELEBRITIES!



MOCKTOBER

FREE SAMPLES AT UK FESTIVALS!



DRY OFF

WITH

**BUGSY
MALONE**

GIGGS

**STEFFLON
DON**



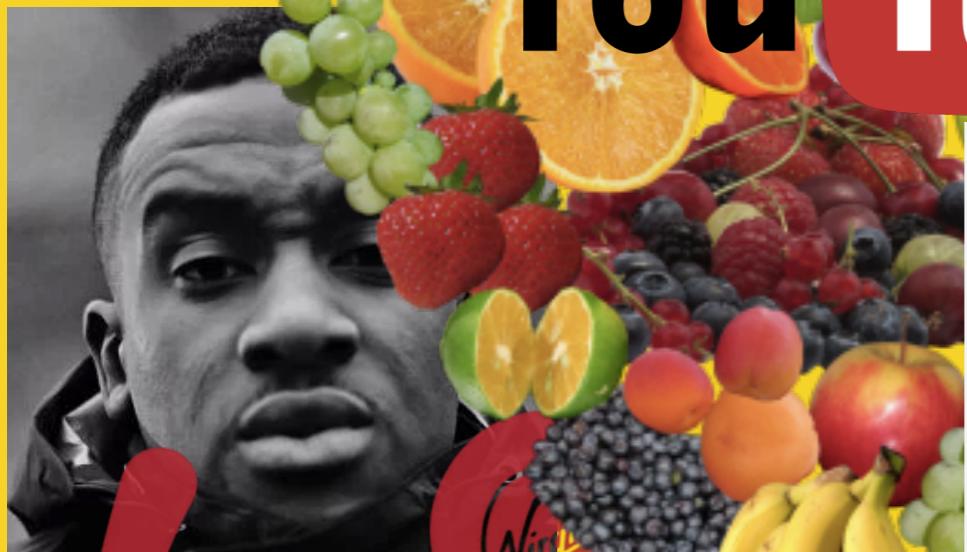
BACARDI®

MOODBOARD

KREADING



You Tube



N festival LEEDS >



STOP TOBER



BACARDI®



You Tube

CREATIVE OUTPUT

These are examples of digital platforms which will be used to promote the campaign. these platforms have been strategically picked to attract our demographic which are 18-25yr olds, young people are consistently on these social media platforms so having their favourite artist make a post on Bacardi would be very well advertised and received by the audience.



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CAMPAIGN PLAN

AUG

Celebrity marketing using Instagram youtube and other social media platforms promote and advertise the campaign.

SEP

Pre launch at festivals to hand out samples and gain feedback on the new mocktails created by celebrities.

OCT

Campaign Launch! the flavours will be sold in single small bottles, users can collect Codes on the bottle caps during the month to receive a free bottle, at the end of Mocktober. People will vote on the app to pick their Favourite Flavour.

NOV

Users will input their codes collected onto an app and a free 350ml bottle of the new cocktail which will contain alcohol.



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CAMPAIGN PROPOSAL

I am going to use **social media platforms to promote my campaign** pre launch this is due to the fact my target market are constantly using social media and using **celebrity influence alongside social media is a massive potential for exposure**, the three artists I have chosen have close to five million Instagram subscribers a single post from each of them could pull a huge following. I am going to create a **competition much like the “walkers crisps pick your flavour”** I am going to have **3 different celebrities who will create 3 unique mocktails** using **flavours from their heritage** adding their own signature twist to the drink, I will then have **pop ups at festivals around the UK to allow people to try free tasters** of the drinks and leave their reviews and educate and encourage people to take part in the campaign. The other main concept is were I have taken stoptober and put a twist on it **combining mocktails and stoptober I've created “mocktober”** which users will purchase the three celebrity created mocktails and collect codes which will be on the bottle cap, users will then **download the app and vote for their favourite flavour whilst also adding up the codes they have collected.** once the user has obtained 12 codes and entered this into the app they will then receive the winning flavour once “mocktober” has finished. this winning flavour will then be created with alcohol and a small **350ml sample bottle will be sent to them for free** for participating in “mocktober” and collecting 12 coded bottle caps.



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Finalised Campaign



Available on the
App Store



Get it on
Google play

YouTube



Visit our socials for more info



MOCKTOBER

FREE SAMPLES AT UK FESTIVALS!



YouTube



MOCKTOBER

DRY OFF
WITH

BUGSY
MALONE

GIGGS

STEFFLON
DON



BACARDI®

MOCKTOBER

Watch your
Favourite
Artist Create
their own
unique
Mocktail!

Bacardi mocktober mocktails

#MOCKTOBER

Bacardi & Bugsy Malone Jamaican Wine

267,130 views

3.7K likes 39 comments

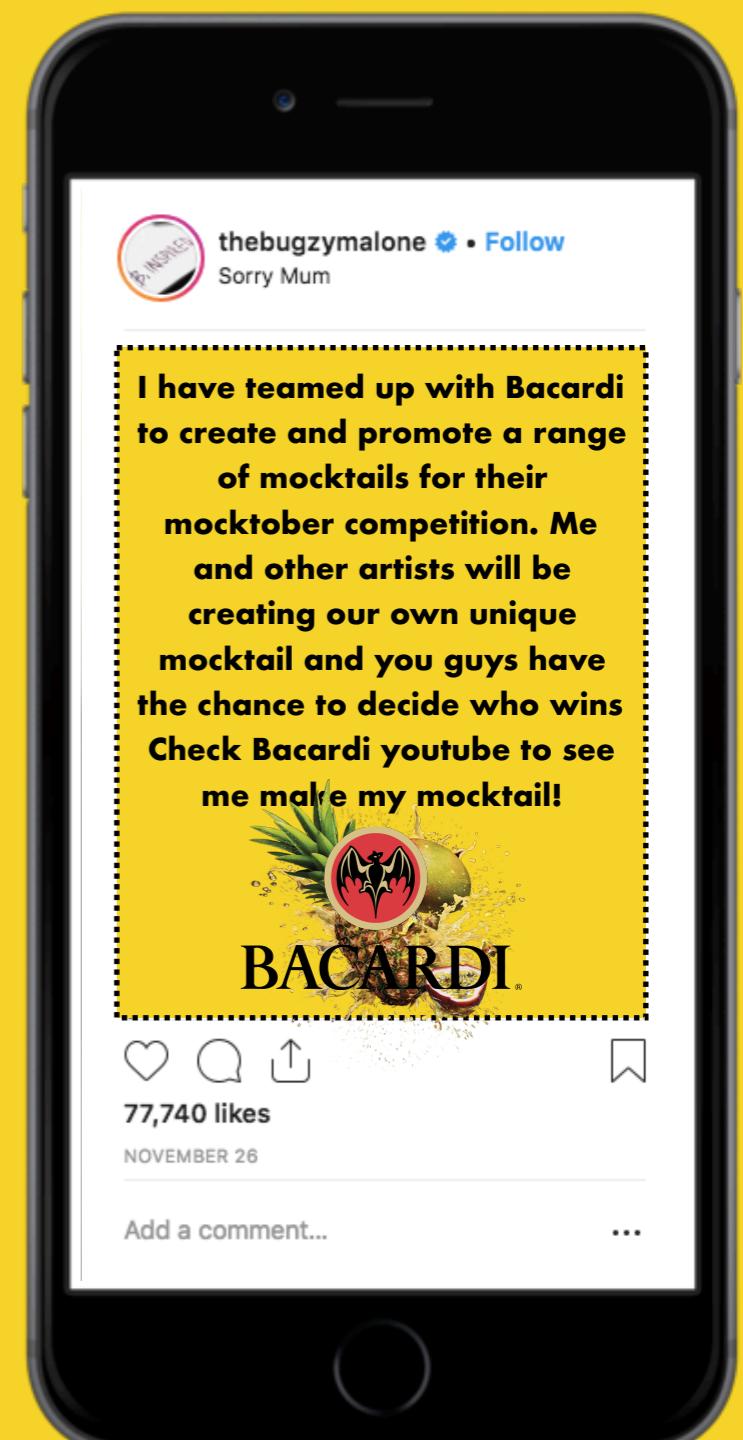
Ad A1 Self Storage Ltd SUBSCRIBE

1:14 / 16:14

YouTube



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MOCKTOBER

Try your
favourite artists
unique Bacardi
Mocktail!

YouTube



Visit our socials for more info

**FREE Samples at
a festival
pop up near
you!**





YouTube



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MOCKTOBER

Collect 12 codes on bottle caps to receive the new drink & vote on the app to pick your favourite flavour!



BUGSY MALONE

**JAMICAN
GINGER**

GIGGS

**GHANAIAN
GUAVA**

STEFFLON DON

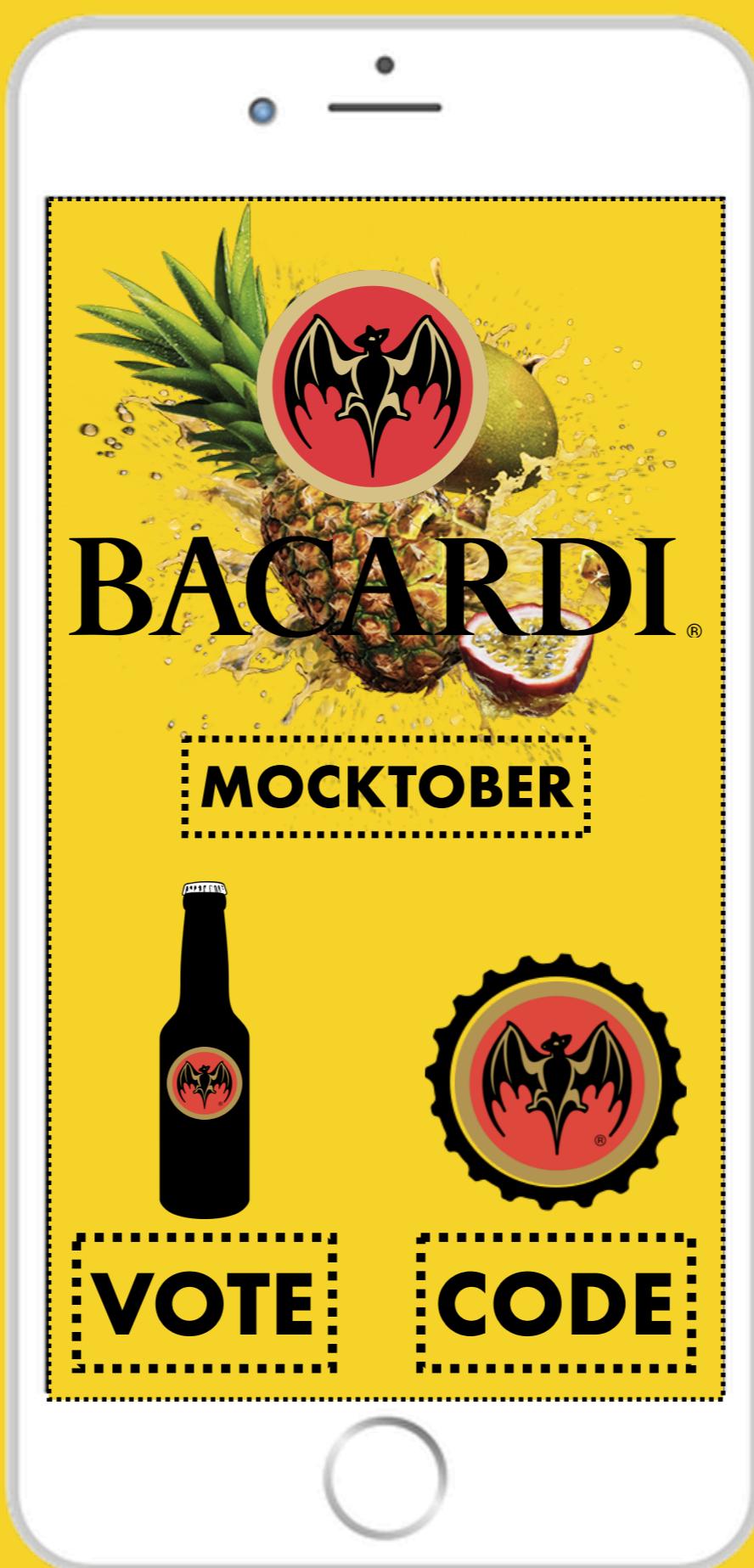
**EGYTIAN
EUCALYPTUS**



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MOCKTOBER

Here is the New
Bacardi's
Mocktober App.
this is the
homepage, Its
simple and clean
as there is just
two options
insert codes or
vote for your
favourite
flavour.



YouTube



Visit our socials for more info



Available on the
App Store



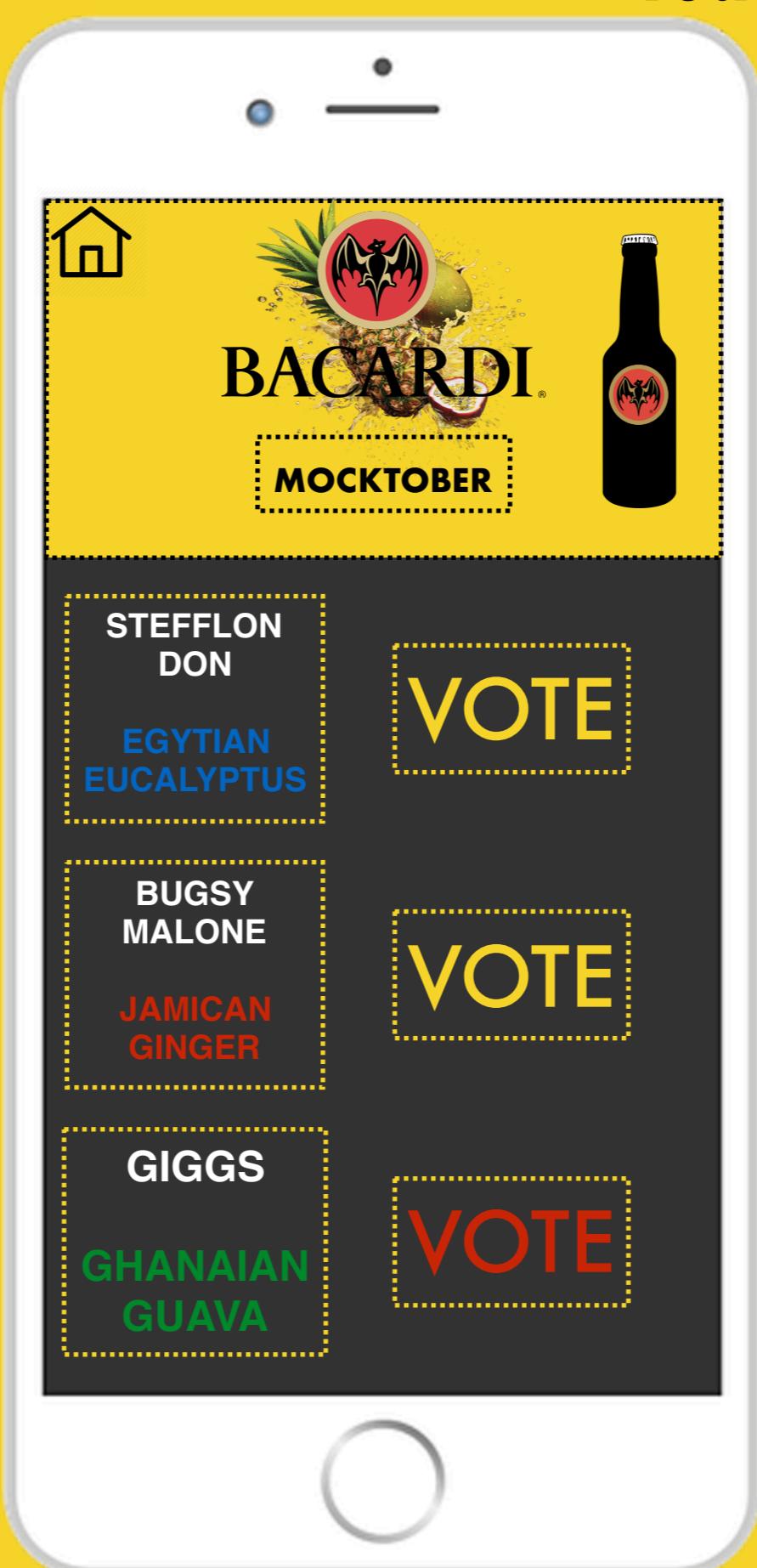
Get it on
Google™ play



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MOCKTOBER

Here the user would have clicked on "vote" and they would be brought up to this page to select their favourite flavour, the smaller screen shows the winner being revealed.



YouTube



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MOCKTOBER

This is the bottle cap code input page, here the user will insert the codes they have collected throughout mocktober, once they have 12 codes they will have to claim their free bottle of the winning flavour.



YouTube



Visit our socials for more info





BACARDI®

MOCKTOBER

This is the page that would come up once you have inserted your codes and claimed your bottle, this is the notification its on the way.



YouTube



Visit our socials for more info



Available on the
App Store



Get it on
Google™ play



BACARDI.[®]

THE END