



BACARDI®

Research Record Folder

Jacob Fielding
WEB14304
Digital Advertising
Term 1

Containing

1 Unit reading list
2 current Digital Trends
2 Target Audience
1 Fellow Students
Bibliography.



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RESEARCH SOURCES

FAULL, J.

Bacardi and Jamie Oliver partner for new cocktail-making venture

In-text: (Faull, 2018)

Your Bibliography: Faull, J. (2018). Bacardi and Jamie Oliver partner for new cocktail-making venture.

[online] The Drum. Available at: [https://](https://www.thedrum.com/news/2014/04/30/bacardi-and-jamie-oliver-partner-new-cocktail-making-venture)

www.thedrum.com/news/2014/04/30/bacardi-and-jamie-oliver-partner-new-cocktail-making-venture

[Accessed 9 Dec. 2018].

STRENK, T.

Gin Trends in 2018 | Beverage Dynamics

In-text: (Strenk, 2018)

Your Bibliography: Strenk, T. (2018). Gin Trends in 2018 | Beverage Dynamics.

[online] Beveragedynamics.com.

Available at: [https://](https://beveragedynamics.com/2018/07/31/gin-trends-in-2018/)

beveragedynamics.com/2018/07/31/gin-trends-in-2018/ [Accessed 9 Dec. 2018].

This article covers that Jamie Oliver has Teamed up with Bacardi to make cocktails using his youtube channel to create and promote these new concoctions, this is really interesting by having a celebrity chef involved you could create a quite exciting line of drinks especially were he is a chef so he would know what would work and what wouldn't. Bacardi also own major brands within the alcoholic market which they can use those spirits to incorporate into their products, also Jamie Oliver creates youtube videos using his social media platform to help promote and advertise the new cocktails, this is something quite interesting to consider. Having a huge celebrity endorser will defiantly help to encourage kick starting trends and gaining notoriety.

This is a really helpful article I came across, This article speaks about the current GIN trend where flavoured GIN's are now the new thing within the market and are constantly trending and new distilleries and bars and opening up everyday, it seems a bit strange that there are gin bars with hundreds of different flavoured gins but not rum, as well as this the fact that GIN is trending and is the new thing there is no reason this cant be the same for rum, creating new flavoured rums similar to these GIN trend I believe could be very successful.





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RESEARCH SOURCES

CAMPAIGN FOR REAL ALE

In-text: (CAMRA, 2018)

Your Bibliography: CAMRA. (2018). Campaign for Real Ale. [online] Available at: http://www.camra.org.uk/home/-/asset_publisher/UzG2SEmQMtPf/content/alcohol-free-beer-to-debut-at-the-great-british-beer-festival [Accessed 9 Dec. 2018].

This is a really interesting article about the UK's first ever alcoholic free beer to be sold at a beer festival in the UK the article states that's the first time alcoholic free beer has been sold at a festival and I was thinking what if we could do the same for Bacardi making festival mocktails. This is new current trend of drinking alcohol free is really taking off by storm, I can remember a couple years ago there was no alcoholic free beverages in the UK now they are a huge player in the alcoholic market. so there is defiantly potential to develop and create a line of Bacardi alcoholic free beverages.

FLEMMING, M.

Bacardi's £12m marketing push to launch its brand purpose - Marketing Week

In-text: (Flemming, 2018)

Your Bibliography: Flemming, M. (2018). Bacardi's £12m marketing push to launch its brand purpose - Marketing Week. [online] Marketing Week. Available at: <https://www.marketingweek.com/2018/06/08/bacardi-creates-brand-purpose-in-12m-marketing-push/> [Accessed 9 Dec. 2018].



This news article speaks directly about Bacardi target market their profits and their current ventures they are doing to push their brand. They have created a new marketing campaign aimed at 18-25 year olds they are trying to reach a younger audience and get them while they're young. They have decided to use three UK rap artists to help promote their new campaign, this is really interesting because I could definitely use this towards my development. After seeing that Bacardi are teaming up with current trending and popular UK artists I feel this would be perfect to relay into my development as the artists would really appeal to our target audience and with their celebrity backing this could easily encourage the campaign to start trending.

ALCOHOL FREE



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RESEARCH SOURCES

BACARDI, B.

TARGETS & PROGRESS - BACARDI LIMITED

In-text: (Bacardi Limited, 2018)

Your Bibliography: Bacardi Limited. (2018). Targets & Progress - Bacardi Limited. [online] Available at:

<https://www.bacardilimited.com/corporate-responsibility/marketplace/targets-and-progress/>

[Accessed 9 Dec. 2018].

This a Bacardi official article which covers purely their targets & progress this is really interesting because I could use their aims and targets to help further my development towards my campaign. This article covers what Bacardi are trying to strive for and what they believe they can achieve. this helps me to gain a better understanding on how Bacardi functions and how they use specific regions platforms and target markets to really pin point their demographic and audience. This article also covers legal specifications related to advertising and marketing alcohol which has helped educate me on what can be done and what cant be.

SMILEY, M.

Marketing's Changemakers: Smirnoff rolls out 'Equalizer' tool on Spotify to promote women artists

In-text: (Smiley, 2018)

Your Bibliography: Smiley, M. (2018). Marketing's Changemakers: Smirnoff rolls out 'Equalizer' tool on Spotify to promote women artists. [online] The Drum. Available at: <https://www.thedrum.com/news/2018/03/02/marketing-s-changemakers-smirnoff-rolls-out-equalizer-tool-spotify-promote-women> [Accessed 9 Dec. 2018].

This is an article I got from fellow student Mayur, This is defiantly a relevant article to my own campaign as Smirnoff is a direct competitor with Bacardi so seeing what marketing and concepts Smirnoff use this gives me a good idea of what I can try do better than them. This nevertheless is a really interesting campaign highlighting the fact we listen to way more male artists than female and that females are not receiving enough exposure. so Spotify have developed a king of algorithm to only bring up female artists, this is a really cool idea to not only promote women rights but market female artists which myself as a boy I prefer female artists.

Targets & Progress

