

Beat: Business

## **BACARDI RUM UNVEILS A 30-SECOND TV SPOT - EXPERIENTIAL HOUSE PARTY**

### **MULTI-CHANNEL CAMPAIGN**

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**USPA NEWS** - On Oct. 12, 2015, BACARDI rum unveiled a new take on the brand with a 30-second TV spot, experiential House Party campaign and comprehensive digital, mobile and partnership strategy designed to connect with millennials on their terms, in their world, in their way...

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This is the first campaign launch since BACARDI revamped its advertising and marketing business four months ago and reflects the brand's desire to dominate the category once again.

The TV spot, entitled "The Truck," is shot with a hand-held camera, the viewer is drawn in to feel like they are part of the story, experiencing the energy of this cross-country journey. It's styled similar to a movie trailer, giving the audience a sneak peek into the brand world and house party occasion. The ad represents the first work from BBDO and OMD, the new global creative agency partners for the Bacardi portfolio of brands.

The ad includes the tagline: "There's Nothing in the Way," a tribute to the brand's history and irrepressible spirit, as well as a shout out to those who are busting through and overcoming obstacles in the real world.

Mauricio Vergara, Chief Marketing Officer for North America, and global lead for BACARDI rum said : 'It's an exciting time for the brand. We have been bold with the structural changes we've made and we're going to be bold with our creative choices. The stakes are high and we are in this to win. It's a real step-change in how the brand is marketed, supported by an unprecedented A&P spend. BACARDI remains the number one rum but there's work to be done to strengthen the brand and engage consumers in a more relevant way.'

The BACARDI Untameable House Party kicks off with an epic Halloween celebration in Philadelphia, Pa. on Saturday, October 31, that will see the brand dominate the festive occasion.

"We want to connect with Millennials in their preferred channels, so we've put together a really strong multi-channel approach across the entire program of activity," said Fabio Di Giammarco, Global Vice President, BACARDI rum.

The BACARDI Untameable Truck TV spot was launched on October 12, in the United States on cable entertainment programming, cable sports and late night entertainment shows such as American Horror Story: Hotel, Jimmy Kimmel Live and SportsCenter. Online, it will hit platforms such as Pandora, Hulu, YouTube and ESPN.

#### About BACARDI Rums

In 1862, Bacardi revolutionized the spirits industry when founder Don Facundo Bacardi Masso began producing his light-bodied, smooth rum. The unique taste of BACARDI inspired cocktail pioneers to invent some of the world's most famous drink recipes including the Mojito, the Daiquiri, the Cuba Libre, the Pina Colada, and the Presidente.

Source : Bacardi USA

#### Article online:

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)