



New Blood Awards 2018



BACARDÍ®

Brief set by
Bacardi

In collaboration with
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Tribal Worldwide London**

**Make that festival
feeling last year-round
with a music-led social
activation for Bacardi**

Related Disciplines

Advertising
Social Media
Digital Marketing
Brand Activation
Integrated Campaigns

Deadline

20 March 2018, 5pm GMT

Background

Bacardi has a rich Latin heritage filled with creativity and charisma, and a history of uniting people with amazing experiences that go way beyond simply throwing a big party.

The bold optimism at the heart of the brand gives Bacardi a vital purpose to play in a world that feels at times heavy, dark, and uncertain. Bacardi brings people together as their truest selves, letting them shed the pressures of society and act from instinct.

One way it does this? Through **music**. Like Bacardi, music liberates. Bacardi has been a patron and promoter of music for 150 years. It's found its own distinct sound: The Sound of Rum. Music is at the heart of the brand experience, from cutting-edge partnerships with leading artists like Major Lazer, to activations like Casa Bacardi, which goes beyond a pop-up to create a physical home for the brand at top festivals across Europe.

The Challenge

Festival activations are a huge touchpoint for Bacardi, creating engagement and shareable content. But its music programme relies heavily on these one-off events, meaning a flurry of activity in festival season before going quiet for the rest of the year. How can Bacardi tie its music and festival activations and its marketing activity together into something that maintains a year-round conversation with its consumers?

Come up with a digital and social media-led activation or campaign for Bacardi that builds on its existing music-based marketing to keep consumers engaged all year round.

Who is it For?

Outgoing, creative under-26 year olds of legal drinking age. Optimistic, open-minded, honest, expressive, extroverted. Social instigators and connectors of like-minded people, they're constantly exploring. They live by their own values and celebrate diversity. They enjoy creative, passionate shared experiences with meaning and purpose. They want to be free to be their truest selves.

What to Consider

- Familiarise yourself with Bacardi's existing music-led marketing (see *Further Info* in your brief pack to find out more). Create something bold and original, but that's still consistent with the established brand look and feel.
- Capture that spirit that makes Bacardi

events so successful and distil this into something that can live online, encouraging people to take part, see Bacardi in a different light, and / or engage in conversation. How will you draw people in? Your idea should offer an incentive, without needing people to attend physical events.

- Will your concept be standalone, or tie in to existing Bacardi events?
- Bacardi is international. How could your idea work across – or even unite – its multiple markets?
- Context is key. Think carefully about which digital / social channels you'll use. How will they serve your concept, and your audience? How will you grab attention amidst the clutter? Which platforms are better for broadcast, and which give opportunities for real engagement? What patterns of user behaviour could you tap into? Think about the customer experience and the year-round journey with the brand.

What's Essential

- Bacardi is an alcohol brand, so **be responsible**. See the guidelines on alcohol promotion in your brief pack.
- Digital or social media must form the main channel for your concept, though you can include other touchpoints.
- Present your idea in a nutshell, your key insight(s), and executions in the different channels and formats.
- Show how your concept would tie in with other Bacardi marketing activities, and how you'd draw in and reward consumers for their engagement.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your main piece is JPEGs, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).