



BACARDÍ®

RELEASE THE BAT

HALLOWEEN 2017 ON-TRADE ACTIVATION
WIP DECK 22.05.17

CAMPAIGN RATIONALE

BACARDÍ HAS A RICH HISTORY OF BRINGING PEOPLE TOGETHER AND THROWING A REALLY GOOD PARTY.
WE ARE THE PEOPLE'S DRINK, EMBLAZONED WITH OUR RED BAT LOGO.

WE ARE INVITING, EXPRESSIVE, BRAVE, WARM AND COLOURFUL.
WE ARE A BEACON FOR GREAT NIGHTS OUT.
BACARDÍ IS THE SPIRIT WITH SOUL.

AND WE WANT TO BRING OUR SOUL TO HALLOWEEN.
CONNECTING BEN & HIS FRIENDS TOGETHER WITH OUR BRAND EXPERIENCES AND DRINKS.

WE CAN HELP BEN CELEBRATE HIS NOCTURNAL SIDE.
WE BRING AUTHENTICITY, POSITIVITY AND AUDACITY.

TOGETHER, THIS HALLOWEEN, WE ARE A FORCE TO BE RECKONED WITH.
JUST LIKE OUR BACARDÍ BAT, A SYMBOL OF THE NIGHT & ICON THROUGH THE AGES.



CAMPAIGN VISUAL



GIVING BEN AND HIS MATES THE CHANCE TO RELEASE THEIR NOCTURNAL SIDE WITH A SERIES OF INTERACTIVE SHAREABLE ACTIVATIONS, BAR THEATRE AND DRINKS RITUALS.





VISUAL LANGUAGE

BRAND ELEMENTS



Deploying authentic and relevant BACARDÍ brand assets ensures that the space, the activity and the bat element is clearly owned by BACARDÍ.

COLOUR PALETTE



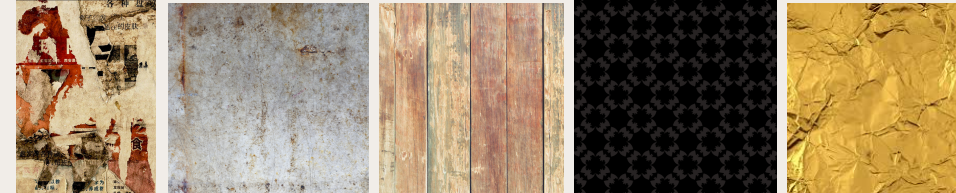
Our primary colours help own the space, activity and communications around the events, while reflecting the warmth and openness of the BACARDÍ brand.

TECHNIQUES



The visual techniques of street artists build brand credibility and reflect our creative culture, heritage and Latin vibe. The gritty, urban stenciled approach delivers true and contemporary Halloween atmosphere.

TEXTURES



Raw, real, tactile textures and surfaces reinforce the authenticity of our brand, Latin heritage and the Halloween experience.



EVENT KEY VISUAL





PREMIUM/FLAGSHIP ACTIVATIONS

BAR VISIBILITY - PAPER BAT FLOCK



180 GSM COATED PAPER BATS TEMPLATE WITH CENTRED PEEL-OFF STRIP FOR TEMPORARY FIXING TO WALLS, FURNITURE, ARCHITRAVING, FRAMES, BACK BAR ETC.



BAR VISIBILITY – FRAMED VINTAGE BAT POSTERS



FRAMED VINTAGE BAT POSTERS FOR HANGING ON BAR WALLS OR PROPPING ON SHELVES.
DISCREET BACARDÍ BRANDING.



BAR THEATRE - SCULPTURAL BAT INSTALLATION



BAT SHAPE FORMED WITH 2MM SCULPTING WIRE. WRAPPED WITH HI-TENSILE PATTERNED NYLON FABRIC. SELECTED NYLON THREADS HIDE WIRE STABILISERS FIXING SCULPTURE TO WALL. BACARDÍ BRANDING ON SMALL WALL PLATE.



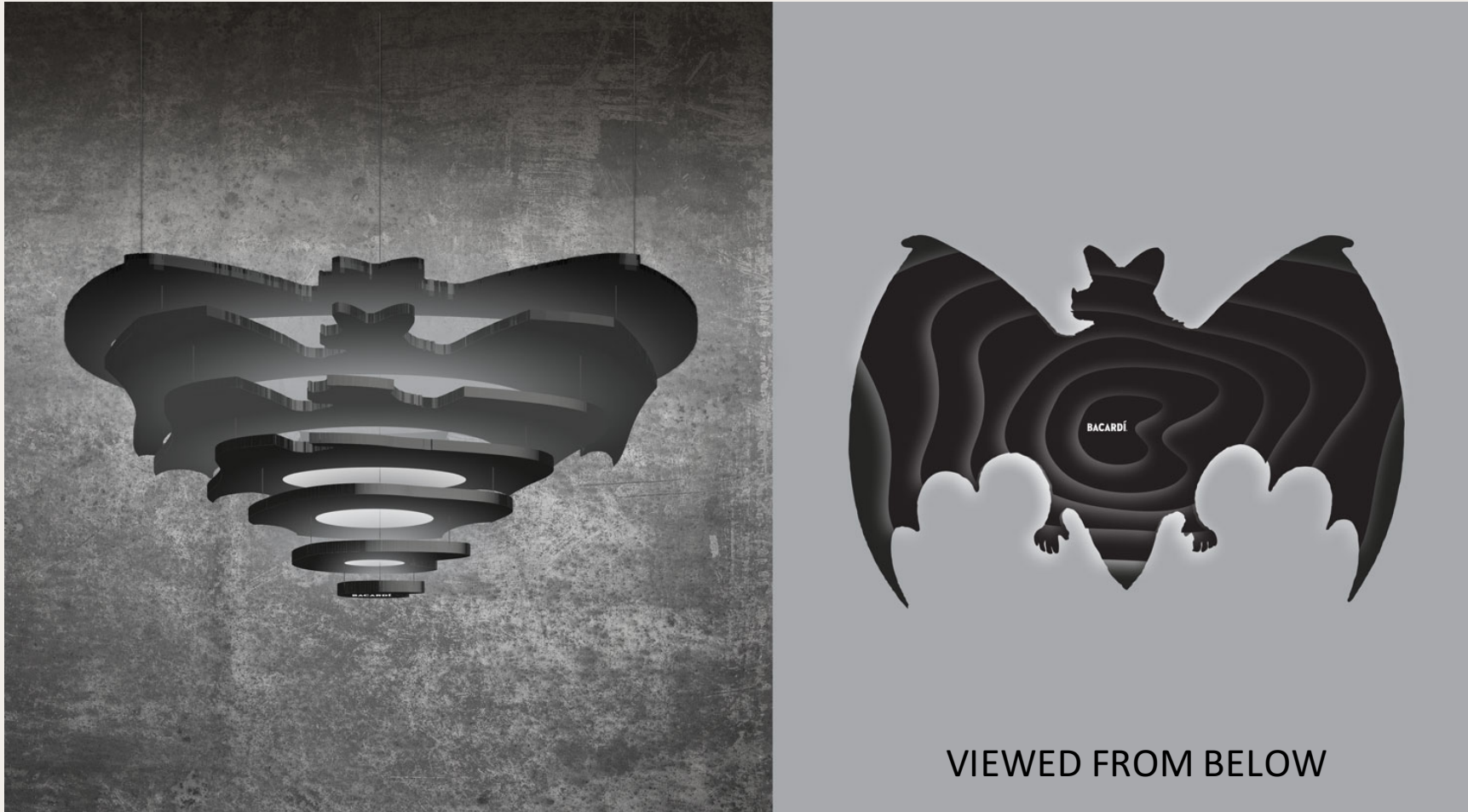
BAR THEATRE – BACARDÍ SILHOUETTES



SIMPLE BAT SILHOUETTES MOUNTED ON WALL. LIT FROM ABOVE THE SILHOUETTES ARE CAST IN MULTIPLE DIRECTIONS AND CHANGE AS LIGHTING CHANGES. BACARDÍ BRANDING ON CENTRE SILHOUETTE. APPLIED IN BIG OR SMALL GROUPS.



BAR THEATRE – BAT FEATURE LIGHTING INSTALLATION



HORIZONTAL BLADES LASER CUT FROM 3MM ABS PLASTIC. EACH CENTREHOLE REDUCES BY 10MM FROM BLADE ABOVE SO THAT DOWNLIGHTER STRIKES INTERIOR OF EACH BLADE AND SPREADS HORIZONTALLY.



BAR THEATRE – SILICONE STRIP DOORWAY DRESSING



***NOTE:**
Awaiting
ballpark quote
from supplier
for 3m by 3m

SOFT, FLEXIBLE LED-STRIP CURTAIN DISPLAYS HD VIDEO AND STATIC IMAGERY WHILE ALLOWING PEOPLE TO MOVE THROUGH IT AND INTERACT WITH IT. EXAMPLE: VIDEO ANIMATION OF FLOCK OF BATS IN FLIGHT.



CO-CREATION – BAT WALL



PEEL-OFF VINYL BACARDÍ BAT-SHAPE STENCIL. APPLIED TO WALL, CANVAS OR BOARD. CONSUMERS SIGN, DRAW, OR WRITE MESSAGE WITH SHARPIE. WHEN SHAPE IS FILLED STENCIL IS PEELED AWAY TO REVEAL CO-CREATED BAT SHAPE.



SNAPCHAT GEO-FILTER



SNAPCHAT GEO-FILTER DESIGNED WITHIN SNAPCHAT BRANDING, DESIGN AND TECHNICAL GUIDELINES. DESIGN CAN BE TAILORED FOR KEY OUTLETS TO GIVE THEM UNIQUE HALLOWEEN FILTER.



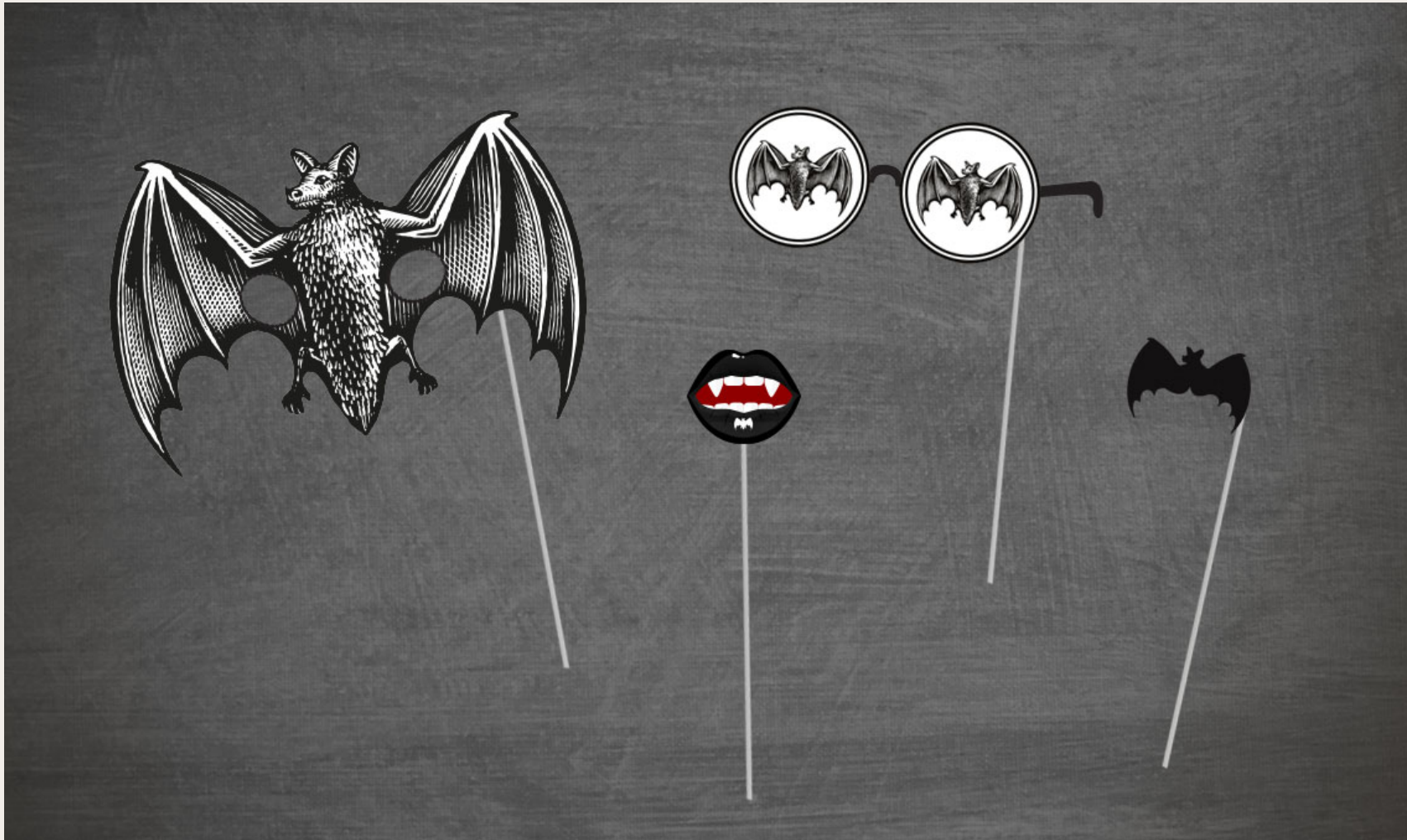
FIELD SALES KIT – BAT TATTOO



TEMPORARY SKIN TATTOO – PEEL ON, RUB TO APPLY



FIELD SALES KIT – SELFIE PROPS



L-R: BAT EYEWEAR, BAT MOUTH PROP, BAT SPECTACLES, BAT MOUSTACHE. ALL WITH CLEAR PERSPEX PROP HANDLE.

