

CASE STUDY : Bacardi China

BACARDI BREEZER RETAIL PACKAGING

> Initial situation

Bacardi Breezer was launching a nationwide marketing campaign to boost its sales by introducing 2 new flavors for the brand. Although the China team thought of all kinds of marketing and merchandizing items to support this campaign, nothing was planned for the packaging of the Bacardi Breezer bottles on the retail stores. aeptis had 25 days to develop, produce and deliver 2 packaging solutions in 20 different distribution points throughout China.

> Solutions / implementation by aeptis

Based on the existing KV of the marketing campaign and on the existing designs for promotional items, aeptis adapted packaging solutions that were used in the past to develop 2 unique packaging for transportation and for display of the Bacardi Breezer bottles on the different points of sale. 40,000 packaging units were delivered in 20 different distribution points across China 3 days before the debut of the campaign and an additional 40,000 units 4 days later.



> Client benefits

> Bacardi was able on a very short notice to have at its disposal critical marketing items to support the launch of new products.

> Despite the short timeframe, aeptis provided Bacardi Breezer with high quality packaging solutions that were consistent with the marketing campaign.

> Since the production and the delivery of all the packaging could not be done on time given the production lead-time, aeptis was able to organize partial deliveries to all the distribution points so that they had enough items to start the campaign and operate in the first 10 days while the rest of the stock was available just 4 days after the 1st delivery.



PARTNER INFO

> Bacardi China

Bacardi Limited is the largest privately held, family-owned spirits company in the world. Originally known for its eponymous Bacardi white rum, it's now also known for its brand portfolio comprising more than 200 brands and labels including GREY GOOSE vodka, DEWAR'S Blended Scotch whisky, BOMBAY SAPPHIRE gin, ERISTOFF vodka and MARTINI vermouth.

- > Industry Spirits
- > Sales \$ 5 billion (Est. 2012)
- > Staff 6,000 (Est. 2012)
- > USP Multi-category alcohol and beverages with a focus on premium spirits

aeptis SERVICES

- > Production
- > Quality control
- > Logistic management
- > Warehousing
- > Fulfillment
- > Advertising media packaging