

CASE STUDY : Bacardi China

BACARDI PLUS LAUNCH EVENTS GIVEAWAY

> Initial situation

Bacardi was launching a nationwide marketing campaign for the release of its new brand of low alcohol mixed drinks, Bacardi Plus. These 3 different flavors drinks were addressing a young and trendy public aged between 18 and 30 years old. aeptis provided Bacardi China team with a range of marketing and merchandizing items to support this campaign. Since Bacardi Plus would have promotional events throughout the country, Tee-shirts were needed as a giveaway during this event. These Tee-shirts needed to be trendy and have an adventurous feel to relay the brand image of Bacardi Plus to its new public.

> Solutions / implementation by aeptis

aeptis developed a range of trendy tee-shirts with dynamic features and urban designs to fit the life style of the customer base which Bacardi Plus was addressing. These tee-shirts were included in a cool bottle shaped packaging with a Bacardi Plus branding to fully introduce the new Bacardi Plus drinks to its customer base.



> Client benefits

> Bacardi was able to offer to its customers during the Bacardi Plus events a range of tee-shirts with the young, trendy and adventurous feel that these events were organized around.

> The tee-shirts and packaging were designed in line with the brand image of Bacardi Plus as well as the ongoing marketing campaign.

> The packaging of the tee-shirts were developed to have a maximum marketing impact while been efficient in terms of transportation and costs.

> From the design of these tee-shirts to their delivery throughout China at the location of the many events, Bacardi Plus team only needed to confirm several key steps while aeptis managed the whole supply chain.



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

- > Advertising media design & packaging
- > Production
- > Quality control
- > Logistic management
- > Fulfillment