

BACARDÍ challenges global fans to shake their body and do that “Conga”



Encouraging individuals to find their rhythm through the power of song and dance, BACARDÍ's latest campaign “Conga Feat. You” presents the first-ever re-make of the hit song ft. Meek Mill & Leslie Grace and re-introduces the Latin Pop track to a modern audience

BACARDÍ is challenging rum fans around the world to find their rhythm through song, dance and the power of Conga, as part of its latest campaign, “Conga Feat. You”. Re-imagining the hit single that catapulted Miami Sound Machine's Emilio & Gloria Estefan to international stardom, BACARDÍ is calling on music and dance enthusiasts across the globe to join in the world's most awarded rum, as they embark on the first-ever re-make of "Conga" ft. Meek Mill, Leslie Grace, produced by Boi-1da, re-introducing the Latin Pop track to a modern audience.

The re-make is an exciting collaboration between GRAMMY-nominated musician and criminal justice reform advocate, Meek Mill, three-time Latin GRAMMY Awards nominee and performer, and upcoming star of “In the Heights”, Leslie Grace, and GRAMMY Award-winning, “Producer of the Year” nominee, Boi-1da.

This cast of star-studded collaborators are inviting vocalists and dancers alike to embrace the Sound of Rum by submitting their voice recording or video showcasing their dance moves for a chance to be featured in the official “Conga” music video, debuting the week leading up to the biggest night in music in January 2021.

“BACARDÍ is a brand that thrives off bringing people together and given the current state of the world,

we wanted to create an opportunity to connect them by joining BACARDÍ in resurrecting this global hit, blessed by Emilio and Gloria Estefan themselves.

It's an honor to work with passionate multi-cultural artists like Meek Mill, Leslie Grace and Boi-1da to unite people through music with an iconic song from the Estefans like 'Conga,' while also creating moments and experiences for people to share their true, authentic selves on a global stage," says Ned Duggan, Global Senior Vice President of BACARDÍ.



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Rum by submitting content via the brand's recording hub experience for a chance to be featured in the official "Conga" music video

With a legacy in the music space, BACARDÍ is thrilled to once again unify rum drinkers through song and dance. This year, people from all over the world will play a vital role, as BACARDÍ calls on fans to fuel their passions and add their creative flair to the "Conga Feat. You" campaign. As a result, the final "Conga" music video and track will be an official collaboration between esteemed artists and the people, re-imagined by a new generation.

Kicking off on Instagram on November 20 and running through December 13, fans will learn how-to submit content by tuning into @bacardiusa, @lesliegrace, @meekmill and @boi1da's Instagram channels. Each social channel will link to a [recording hub experience](#) where users can submit their vocals or moves, invite their friends and enter for a once in a lifetime opportunity to collaborate with this group of talented artists. BACARDÍ has also enlisted an army of global influencers including Jasmine Sanders, 2020 "Sports Illustrated" Swimsuit issue cover girl to recruit enthusiasts near and far to join in the fun.

How-to submit content is simple: Instagram users will swipe up from the brand or partner channel and open the recording hub experience. Next, users will be prompted to select either SING or DANCE for the "Conga" track and aided by karaoke-style vocals, as they record their take on the chorus or dance along to easy-to-follow choreography by Ian Eastwood. Once vocals or moves are to their liking, users can submit their content.

After the submission period has closed, producer Boi-1da and BACARDÍ will take select users who submitted their vocals and dance moves to appear in the official "Conga" track and music video once it debuts globally in late January. Other fans who submitted their dance moves will be able to see themselves in action in an interactive version of the official "Conga" music video available online.

Deeply rooted in meaningful connections and experiences that move the soul, BACARDÍ is excited to debut another star-studded collaboration, this time with world-renowned artists Meek Mill, Leslie Grace and Boi-1da - tune in January 2021 for the official premiere!