

Bacardí launches omnichannel engagement campaign



The 'Depth in Every Drop' campaign follows the entire passenger journey right from the moment they book the trip, before and on the day of travel

[Bacardi](#) Global Travel Retail has announced the launch of 'Depth in Every Drop,' an omnichannel engagement campaign launching globally for the Bacardí premium rum portfolio, underpinning its strategy to lead the category premiumization opportunity.

Bacardí is the No.1 Rum in GTR with 24% share of the total category and 12% of the premium segment (IWSR 2021). It has been the category beacon for many years and is on a mission to lead category growth with a focus on premiumization.

In Global Travel Retail, Bacardí has a strong rum portfolio of premium aged rum architecture that is clearly designed and easy to navigate: Bacardí Cuatro, Bacardí Ocho, Bacardí Diez, Bacardí 16 YO and Bacardí Reserva Limitada. At every level of the pricing ladder Bacardí offers exquisite quality, with rums for every taste and occasion, helping consumers understand and appreciate the extraordinary craftsmanship and heritage in barrel aged rums, encouraging further exploration and discovery.



Ignacio Vazquez, Global Head of Marketing, Bacardi GTR

Ignacio Vazquez, Global Head of Marketing, Bacardi Global Travel Retail explained the strategy, saying, "The Rum category in GTR is the next category to premiumize. Bacardí is uniquely positioned to drive this opportunity forward, as the only premium rum portfolio with the strategic authority to unlock the category's true potential. This is underpinned by the Bacardí brand's 160-year heritage, its position as the world's most awarded rum with over 1000 accolades to its name, and as the original pioneer of cocktail culture, inspiring the creation of many of the world's most popular cocktails, from the Bacardí daiquiri to the Bacardí mojito.

"Setting the standard for rum-making globally, we are launching a new omnichannel campaign in GTR, 'Depth in Every Drop', with an emphasis on the commitment to barrel aged rums and

craftsmanship in the Bacardí portfolio – emphasized by the secondary message 'aged under the Caribbean sun'. With this campaign we also want to invite consumers to discover that premium aged rum is a beautiful, dark spirit full of complexity and character."

The digital strategy for 'Depth in Every Drop' follows the entire passenger journey from the moment the trip is booked, before and on the day of travel, with paid and social media channels focused on pre-trip and on return-trip consideration, driving conversion online to retail partners' websites. The campaign is also highly visible in the airport with prime digital media sites, driving footfall towards the activation space. The campaign is supported in-store with cocktail demonstrations and tasting opportunities that help curious shoppers discover their favorite rum for cocktails or sipping neat as an alternative to other spirits.

Vazquez continued: "Rum is enjoying a renaissance in the on and off-trade in many markets as more people discover its versatility in cocktail-making and we have the evidence to prove how this is manifesting in GTR airport stores with the success of our premium portfolio in trading people up. Travel is exciting, it's in our human DNA and our rum portfolio is coming to life like never before, inspiring and delighting travelers with innovation in both product and in-store experiences, making moments matter."