

# BRUGAL

## 2021 EXPERIENTIAL CAMPAIGN STRATEGY

Round II - March 09 21



OUR NORTH STAR



EVERYTHING WE DO WILL LADDER TO

# WONDERS AWAIT

If **WONDERS AWAIT** is the brand promise, our Ideas & Executions will become the actions & experiences that unlock them.



# PROGRAM STRATEGY



LIVE LIFE BY THE SIP





# LIVE LIFE BY THE SIP

We all live our lives at an unrelenting pace, never stopping long enough to look around and enjoy things.

But when we do, we finally start noticing the details. The nuances. The subtleties. The kind of stuff that makes life special.

In this territory, we'll encourage spirit drinkers to press pause on the usual, hurried existence, pour a glass of 1888, and start noticing all the wonder the world has in store.





## LA VENTANITA 1888 ACTIVATION PILLARS

### POP UP ENGAGEMENT

Surprise & Delight

Drive Awareness & Trial

Influencer/VIP  
Engagement

Digital Integration

### TENTPOLE SPONSORSHIPS

Aligned Lifestyle  
Engagement

Drive Awareness & Trial

Influencer/VIP Engagement

### FLAGSHIP EVENT

Immersive Education

Demystify Brand & Category

Build Advocacy

Drive  
Peer Recommendation



# BUILDING MOMENTUM



## HOW IT COMES TO LIFE



### 1888 TIME

In the Design District's Palm Court or along the South Beach Boardwalk, 1888 will erect both an homage to things that only get better with time, and a reminder to Miami's international crowd to slow down, and savor the wonder around us.

Our kinetic clock does not mark real time, only a constant return to the numbers '1888'. Messaging encourages passers by to learn more about living life on 1888 time by scanning a custom QR code.

Consumers will be led to our branded microsite where they can learn more about the history of 1888, track the location of La Ventanita 1888 - our limited-time pop up - and RSVP to attend.



## DESIGN EXPLORATION



1888 TIME



# POP UP ACTIVATION



## HOW IT COMES TO LIFE



### LA VENTANITA 1888

Ventanitas are part of the fabric of Miami; cultural staples that keeps the city moving at its frenetic pace.

Brugal 1888 will reveal our own ventanita that, instead of speeding things up, invites consumers to slow down and savor a wonderfully smooth sip of 1888.

Located in upscale, pedestrian-friendly neighborhoods, La Ventanita 1888 will be *the* location to slow down the day, catch up with friends, and share a sunset selfie.

We'll leverage the concept for deeper education like guided tastings, promotion through press and influencer events, and smart sponsorship integration.

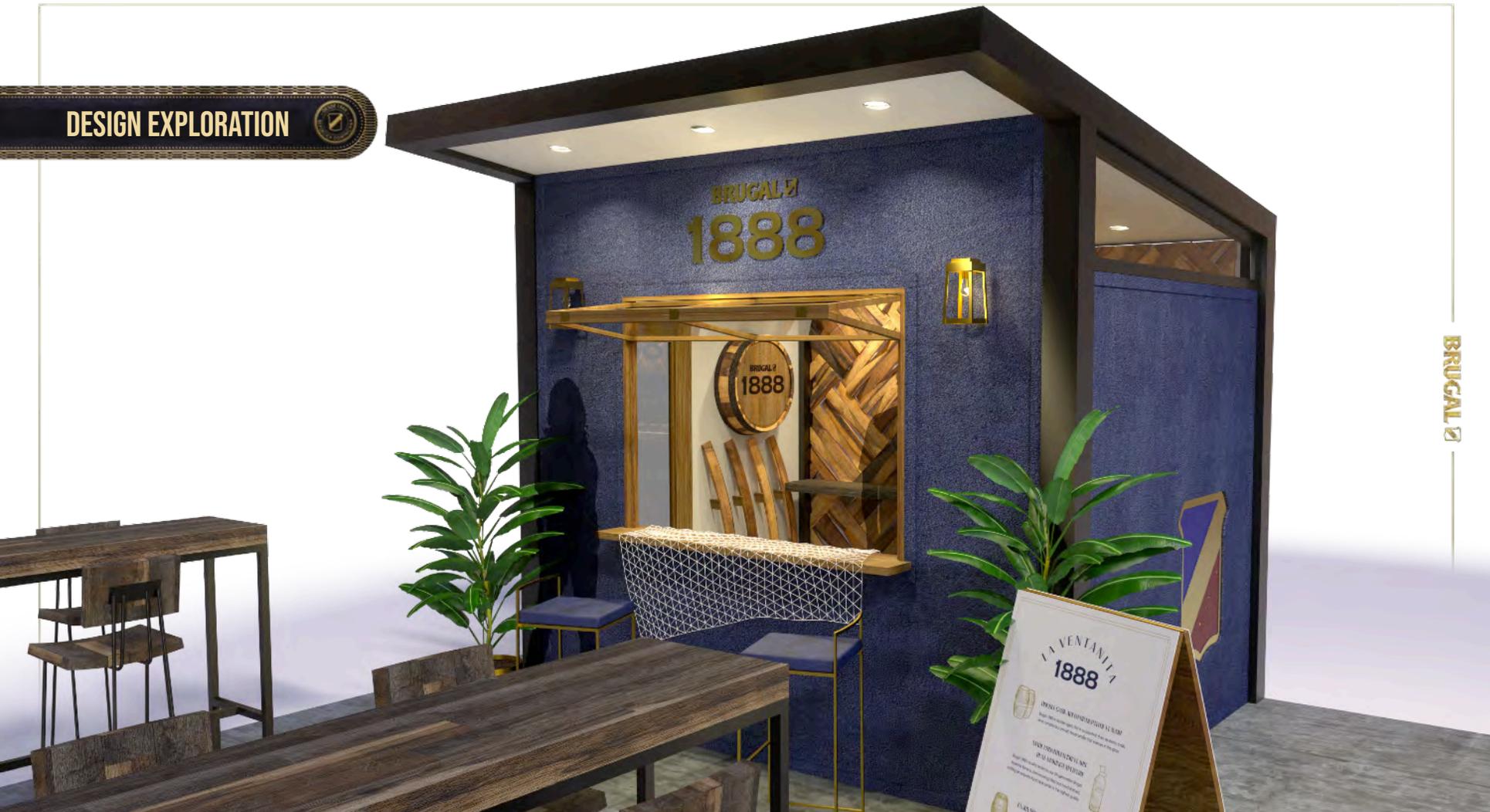


DESIGN EXPLORATION



BRUGAL 1888

## DESIGN EXPLORATION





# CONSUMER JOURNEY



### GET ON THE LIST

Consumers may RSVP as patrons of La Ventanita via our branded microsite and will be directed digitally from social channels and on-site via QR code. Brand ambassadors will aid in sign up.



### WELCOME TO LA VENTANITA 1888

La Ventanita 1888 menus will highlight the quality craftsmanship of our double-aged, hand-finished liquid. QR codes lead through to sign up for updates on our flagship event series and special offers from the brand.



### STAY AWHILE

Consumers who have RSVP'd can enjoy 1888 served neat or over a premium branded coconut-water ice ball. Those unable to stay for a cocktail may take a pack of branded edible sugar cane sticks.

## POP UP ACTIVATION

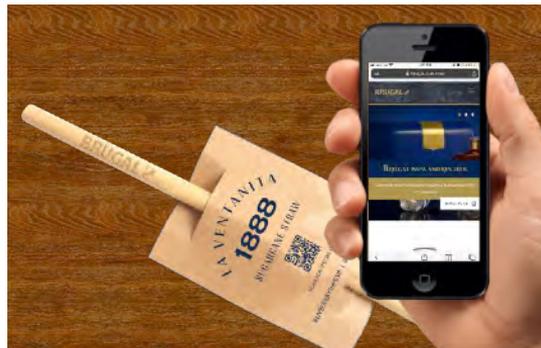


### CONSUMER JOURNEY



#### SHARE YOUR SIP

By following @brugal1888rum and sharing their sip of #LaVentanita1888 on social, consumers will be entered to win entry to a private, ambassador-led tasting.



#### CONTINUED CONNECTION

Consumers unable to engage in the full experience can scan the QR code on their takeaway to receive special offers on 1888 or follow @brugal1888rum to RSVP for a future visit to La Ventanita 1888.



#### EXTENDING THE INVITATION

Consumers who have RSVP'd to La Ventanita or have signed up to our CRM database via web will be invited to future flagship events.

## POP UP ACTIVATION



## DEEPER ENGAGEMENT

On a pre-determined schedule, La Ventanita 1888 will close to the public to host influencers, media, VIPs, and trade for a peek behind the counter and private, ambassador-led tasting.

During these sessions, small groups of 12-15 guests will dive deep into the history of the brand, our process and unparalleled craftsmanship, and mastery of wood.

Live entertainment will enhance the mood and cortaditos and savory pastry will be served from La Ventanita during this special event.



## DEEPER ENGAGEMENT



### CINCO MAESTROS RONEROS

During these special tastings, guests can explore interactive elements like the Brugal family portrait wall. Stately portraits of each Maestro Ronero come to life using AR tech to retell their contributions to the Brugal 1888 legacy.



### OUR MASTERY OF WOOD

The interior of La Ventanita 1888 will be cleverly constructed of oak and will house authentic 1888 barrel heads and charred ex-bourbon and ex-sherry staves which will be used in education and tactile exploration of our mastery of wood.



### A SPECIAL OCCASION

Ultra-VIPs may be invited for a rare taste of our celebrated Papa Andres.

# SPONSORSHIP ACTIVATION



## HOW IT COMES TO LIFE



## LA VENTANITA 1888

At boat shows in key markets, La Ventanita 1888 will seek prime placement amongst ultra-luxury exhibitors, preferably at dock locations.

The activation plan will include boat slip access acting as additional visibility and embarkation point for branded boat shuttles.

Partnership with a well-aligned exhibitor will create the opportunity to expand our footprint onto watercraft and to reach existing HNW clientele.



### CONSUMER JOURNEY



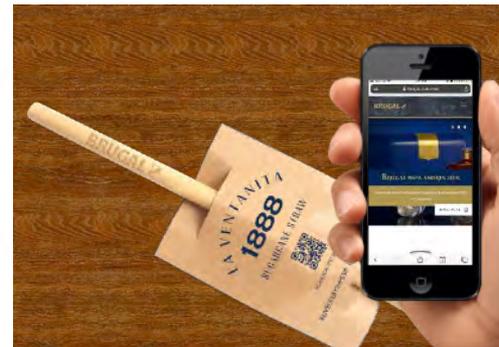
#### WELCOME TO LA VENTANITA 1888

La Ventanita 1888 menus will highlight the quality craftsmanship of our double-aged, hand-finished liquid. QR codes lead through to sign up for updates on our flagship event series and special offers from the brand.



#### STAY AWHILE

Consumers can enjoy 1888 served neat or over a premium branded coconut-water ice ball. Those just passing through may take a pack of branded edible sugar cane sticks.



#### EXTENDING THE INVITATION

Scanning the QR code on branded takeaways also leads through to sign up for updates on our flagship event series and special offers from the brand. Messaging includes social prompts.



# CONSUMER JOURNEY



### SIP AT HOME

Branded digital devices on site may be used for ambassador-aided data capture (linked to our sweepstakes), and to facilitate 1888 ecommerce orders.



### ON 1888 TIME

Consumers who share their data on site are entered for a chance to win a limited edition nautical pocket watch designed in partnership with Shinola. It's one less reason to check your phone while enjoying a glass of 1888.



### SHARE YOUR SIP

By following @brugal1888rum and sharing their sip of #LaVentanita1888 on social, boat show attendees will be entered to attend an ambassador-led tasting and transport via our private water taxi.

## SPONSORSHIP ACTIVATION



### DEEPER ENGAGEMENT

To extend our footprint beyond the dock, and co-op existing HNW relationships, we'll partner with an aligned watercraft exhibitor.

The 1888 Bow invites select boat show attendees to lounge, enjoy premium cocktails, and experience life on 1888 time. We'll expose them to the brand's history, reasons to believe, and mastery of wood with a special pour and tasting.

Spaces will be subtly branded and luxuriously outfitted. Brand ambassadors will be on hand to support online orders.





## DEEPER ENGAGEMENT

Influencers, VIPs and select boat show attendees can sail away from the gridlock in slow, wondrous style, all while sipping on 1888.

These branded water taxis will depart from downtown Miami, Fort Lauderdale, and Palm Beach to offer transportation to and from the show during busy afternoons.

On board, guests will be treated to a deeper brand education and tasting. Select VIPs may be treated to a very special taste of Papa Andres.

Each day, we'll select one consumer who shared content via social using our proprietary tags to receive a spot on our 1888 tasting-by-sea.

# FLAGSHIP EVENT SERIES



## HOW IT COMES TO LIFE



### CLUB 1888

In order to elevate the perception and advocacy of 1888, we will launch an immersive flagship event series that invites target consumers to slow down, and experience the wonder of 1888, sip by sip.

An experience enabling participants to learn about the brand through an interactive tutored tasting, Club 1888 will break down category and brand baggage and deliver key reasons to believe so our attendees can confidently order 1888 at the bar, or serve it to their peer circle in their homes.





## RSVP + ENTRY



### WELCOME TO THE CLUB

Guests will RSVP to Club 1888 via our digital microsite. At check in to this private event at their selected time, they will meet a concierge and be grouped with other Club members who have arrived at the same time.



### ENTER 1888 TIME

A grandly framed entryway is a nod to La Ventanita, and though this 'window', our branded kinetic clock continuously marks 18:88. The clock holding 18:88 time signals to our concierge to invite the group into the experience.

## CLUB 1888 EVENT FLOW



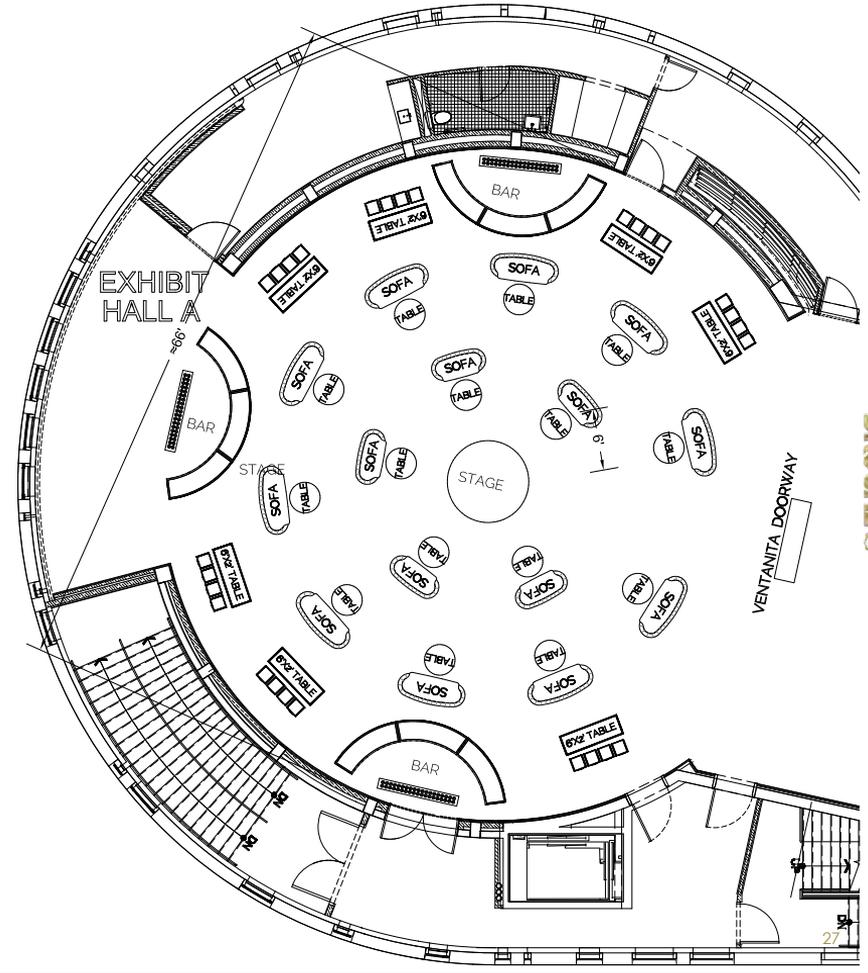
### BRAND INTRODUCTION

Once through the entry and into the main event space, our concierge will escort guests to preassigned lounge seating, from where they will enjoy the tasting.

The concierge will provide an overview of the event, inviting them to explore the space, and relax until the ambassador takes the stage. Upon departure he/she will direct their attention to a drink menu from which they can select a welcome cocktail.

A server will follow, capture each welcome cocktail drink order and facilitate service.

In the center of the space sits an elevated stage, and our kinetic clock, visible from all vantage points, continuously moves toward and past 1888.





## WELCOME COCKTAIL

Attendees will select from one of four welcome cocktails when they arrive.

- 1888 Neat
- 1888 Rocks
- 1888 Negroni
- 1888 Royale



## CLUB 1888 EVENT FLOW



### ON 1888 TIME

As the music intensifies and the lights begin to dim, guests notice that the concentric clock has begun a countdown, hitting one second at every beat, a signal for the ambassador to take the stage. This shift along with staff prompting will compel attendees to take their seats.

Around the 30 second mark, the music and the clock begin to slow down, moving slower the closer we get to zero. With the clock at just 5 seconds, the ambassador arrives on stage. Seconds tick off very slowly now, and the music slows to nearly a halt.

The Ambassador rolls up his sleeves, pours himself a drink of 1888, and as the clock finally reaches zero, then returns to 1888, the Ambassador announces, "Ok, now we're all on 1888 time."



## CLUB 1888 EVENT FLOW



### TABLE SET UP

At tables within each lounge area, attendees will find an elegant presentation containing all the educational elements that will be referenced during this immersive presentation.

Included in the set up will be:

- Glassware
- Edible sugar cane sticks
- Wood staves from used casks (both sherry and bourbon)
- Carafe of water
- Carafe of Coconut Water
- Branded Silicon Ice Mold (Giveaway)



## TUTORED TASTING



### EXCEPTIONAL LIQUID

The Ambassador will welcome guests to Club 1888, introduce himself, and their journey for the next 30 minutes, while neat samples of 1888 will be delivered to the table. Once drinks are in hand he will lead a tutored tasting of 1888, noting the aromas and flavors.



### GENERATIONS OF CRAFT

Ambassador will start the story of 1888 with a look back at the founding family, noting the launch year from which its name is drawn. Attention will be paid to the 5 generations of family know-how that has passed through the Maestros Roneros charged with overseeing this spirit.



### UNPARALLELED PROCESS

Starting with the sugar cane, Ambassador will walk everyone through the rum making process, while inviting guests to get hands on (chewing the sugar cane), and examining the different types of wood staves used in the maturation process. The investment in wood will be leveraged as key reason to believe for attendees.

## PRESENTATION FLOW



### PERFECTION, ENHANCED

As the Ambassador completes the production segment, glasses of 1888 Ice Ball Service will be served to every guest. The Ambassador will share this unique play on the traditional rocks pour, and invite everyone to enjoy the drink, while taking a couple questions from the audience.



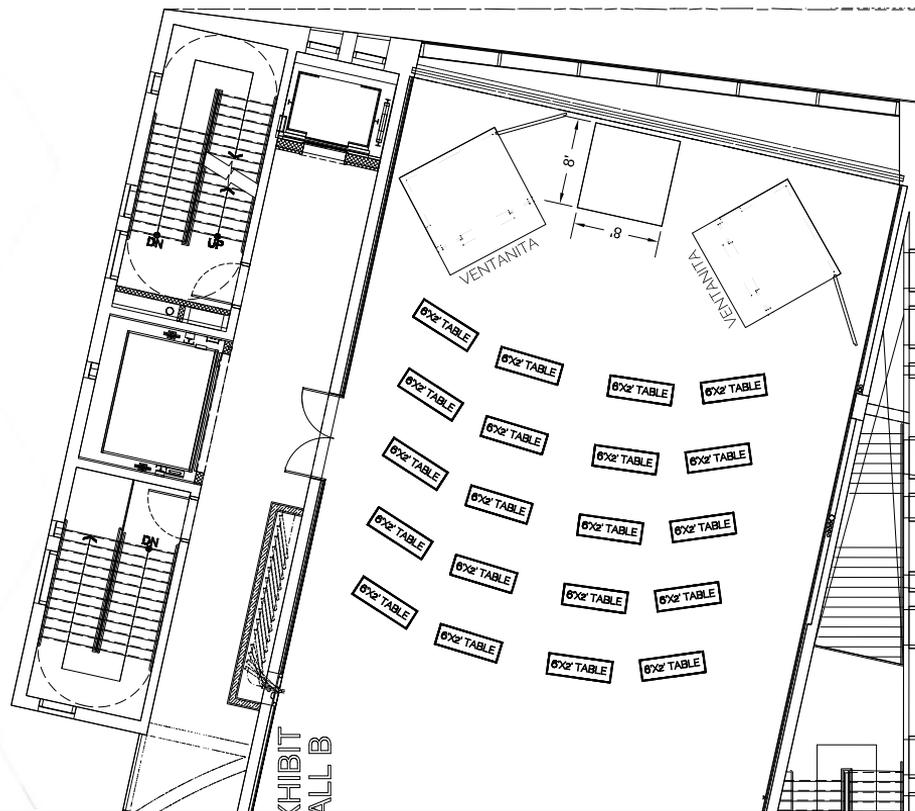
## LA VENTINITA IMMERSION ROOM

With Coconut Ice Ball serve in hand, guests will be invited to leave the Club 1888 lounge, and proceed into our La Ventinita Room, where they will be treated to a hands on demonstration of how to build an 1888 spirit forward cocktail.

Our two Ventinita Popups will anchor the room, offering a chance for attendees to further explore the brand on their own, as well as capture a share worthy photo for social feeds.

Guest will sit at hi-top bar tables, each with a small bar set up that will facilitate the cocktail making tutorial. For each table of 4 there will be:

- Ice Bucket and Ice
- 4 rocks glasses
- Mixing Tin/Shaker/Strainer
- Bitters
- Simple Syrup
- Orange Peel (precut)
- Carafe with 4oz 1888
- Empty bottle of 1888 w/net



## TUTORED TASTING



### WELL CRAFTED

Once everyone is seated, the ambassador will demonstrate and instruct everyone to create an 1888 Old Fashioned. Each table will select one person to be their bartender, and once the demo is complete, he will circulate the room, helping people make their drinks, and answer questions as people enjoy.

## PRESENTATION FLOW



### THE RITUAL OF THE NET

To finish off the night, Ambassador will call attention to the empty bottles of 1888 with the net will be delivered to each table. Using an audience volunteer, he will lead everyone in the tradition of removing the net from the bottle, and choosing someone to wear it for the rest of the evening. With a final toast, he will say good night.

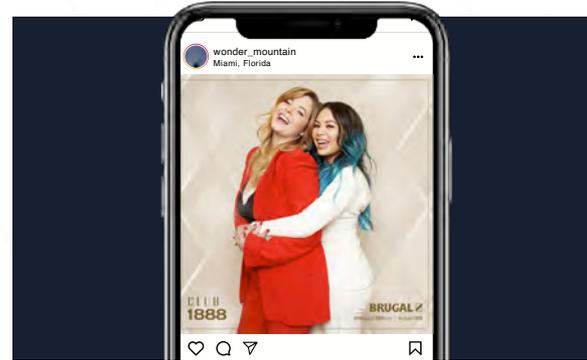
## CLUB 1888 EVENT FLOW



### RETURN TO LA VENTANITA

Once the Ambassador led portion of the event concludes, guests will be invited to explore the two La Ventinita Pop up booths, to further explore the brand production methodology and the history of the 5 generations of Maestros Roneros.

## DEEPER IMMERSION



### PHOTO ENGAGEMENT

At each Ventinita, we will provide professional lighting and photography sure to support social sharing. On site teams will deliver hi resolution, ready-to-share output to participants.

BRUGAL 2  
1888



BRUGAL 2  
1888



BRUGAL 2

# IN-MARKET ACTIVATION





## REVIVING RITUALS

Every culture has its drinking rituals. We're going to bring some of the most interesting from the Carribean and the Dominican Republic to the US to help extend the long roots of rum.

### WHO GETS THE NET?

When a bartender empties a bottle of 1888, the patron (hopefully a beautiful woman) who the drink was poured for, will get the netting tied around their wrist as a momento for the evening.

### REMEMBRANCE OF LOST SOULS

In the DR it's customary to pour out a thimbleful of rum to commemorate our history and remember the dead. At tasting events, ambassadors will build this into the programming.

Both of these rituals will be introduced with shareability in mind, so the people can easily capture the moment and share it.

## ON PREMISE



### “MAY I BUY YOU AN 1888?”

The art of seduction has been lost with Tinder and Bumble. 1888 helps you make the first move — old school style — and romantically break the ice by starting an actual conversation with someone you're interested in at the bar. All an 1888 spirit drinker needs to do is take their napkin with 'May I buy you an 1888?' printed on it, and hand it to the person they're interested in getting to know. Who knows what wonders await...



BRUGAL

# LOGISTICS AND PLANNING



# ACTIVATION TIMELINE



2021

2022

MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
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**March 23**  
• Concept/  
Budget  
approval

**May 2**  
• POS ordered  
• Event set  
production to  
begin  
• Venues approved  
(flagship event  
only)

**July 2**  
• Set build complete

**October 27**  
• Fort Lauderdale  
Boat Show

**February 17**  
• Miami  
International  
Boat Show

**April 17**  
• Program look & feel  
finalized  
• Set design finalized

**June 3**  
• Microsite live

**August 1**  
• Pop up  
activations begin

**November 15**  
• Club 1888 is live  
(Flagship Event)

## POP UP LOCATIONS



### **SOUTH BEACH MIAMI**

Surfcomber Hotel  
12/1-12/5

Align with Art Basel;  
83,000 attendees



### **WYNWOOD**

Wynwood Arcade  
2/17-2/21 2022

Align with Art Wynwood;  
25,000 attendees



### **FORT LAUDERDALE**

The Wharf  
October

Align with Las Olas  
Art Fair



### **DESIGN DISTRICT**

Palm Court  
12/5/21

Align with various art tours

## SPONSORSHIPS LOCATIONS



**MIAMI INTERNATIONAL BOAT SHOW**  
February 17-21 2022



**FORT LAUDERDALE BOAT SHOW**  
October 27-31 2021



**PALM BEACH BOAT SHOW**  
March 2022

## FLAGSHIP EVENT LOCATIONS



### FAENA FORUM

Faena Forum is a stunning new landmark designed by Rem Koolhaas and the OMA team, led by Shohei Shigematsu. Offering a collection of unique event spaces, including two grand Exhibit Halls, a marble Amphitheater with built-in seating and five meeting rooms.



### PARADISE PLAZA

Paradise Plaza Event Space features floor to ceiling windows, with incredible views of the Design District and the Museum Garage. The artistic backdrop sets the tone for a unique guest experience. Custom doors also open accordion style to create a unique indoor/outdoor space, complete with an outdoor garden oasis.

## BUDGET



*MANAGEMENT FEES	\$405,662
BUILD OUT / PRODUCTION FEES	\$242,500
LA VENTANITA POP UP	\$74,288
**LA VENTANITA SPONSORSHIP	\$136,815
LA VENTANITA FLAGSHIP EVENT	\$288,524
DIGITAL	\$30,100
GENERAL OVERHEAD	\$55,260
<b>TOTAL BUDGET</b>	<b>\$1,233,149</b>

\* Includes market manager and tour manager fees

\*\* Includes sponsorship fees, yacht partnership, and boat taxis

Assumptions: La Ventanita Pop Up: 2 pop ups / 3 days per

Assumptions La Ventanita Sponsorship: 2 sponsorships / 5 days per

Assumptions La Ventanita Flagship: 1 location / 3 days

¡CHERCHA & GRACIAS!



BRUGAL