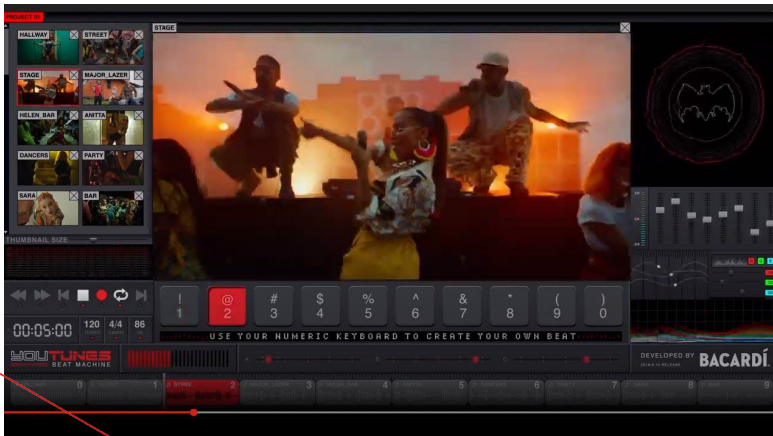
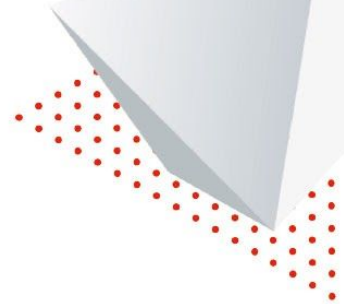


# BACARDÍ: Beat Machine

Bacardi, BBDO New York



## BACKGROUND & CONTEXT

In the past several years, both rum and BACARDÍ sales specifically had declined in the face of shifts in consumption trends towards other spirits. BACARDÍ was also losing ground as a cool brand in current culture. As a brand that draws on the energy and soul of Latin Caribbean culture that values music and self-expression, BACARDÍ wanted to capitalize on the energy of the summer to connect with consumers at their fingertips, on a platform we know they spend the most time on in a unique and innovative way.

## CAMPAIGN OBJECTIVES

The overall goal of Beat Machine was to change our audience's view that BACARDÍ isn't a college frat party drink but instead a brand that is heavily rooted in culture (through music and dance) that allows for individuals to express themselves.

Additionally:

- To be the most talked about spirits brand of the summer (Talkwalker social mentions)
- Increase social sentiment, meaning increase positive social sentiment about BACARDÍ on our social channels.
- Drive user engagement with our activation (video views, dwell time).

## CREATIVE STRATEGY

The creative idea was based on truths from a cultural, consumer and brand perspective, tying together the spirit of free, yet fleeting, spirit of summer, with an understanding of their core customer segment, and brand perceptions. The creative expression of their consumers and BACARDÍ's Latin Caribbean roots encouraged people to move and let go. Through collaboration with two renowned musical artists, Major Lazer and Anitta, BACARDÍ created a dance track called 'Make it Hot' to launch on YouTube.

To further their expressive strategy, consumers were encouraged to use YouTube as sound editing software, allowing people to move forwards and backwards through a video using their numeric keyboards. So when you click 1 on your keyboard, your video fast forwards to 10% of the footage, and 2 makes it go to 20%, 3 to 30%, etc.

The Beat Machine video was edited to utilize that characteristic so that at every 10% of the video, a new beat from the Major Lazer and Anitta's brand launched track would kick in, allowing people to have fun remixing it by simply using their numeric keyboard.

## WHAT ROLE DID YOUTUBE PLAY?

BACARDÍ's creative approach used the unique, customizable power of YouTube, as well as using YouTube to scale the idea and distribution of the final execution. It was amplified by use of True View In-Stream ads for the How To video, which ultimately drove to the Beat Machine

## OVERALL EFFECTIVENESS

- The campaign generated +37 million media impressions within a week
- The How-To Beat Machine video garnered +1.3 million video views.
- BACARDÍ was the most talked about spirit brand of the summer (22.1% social SOV)
- BACARDÍ saw an 11% positive social sentiment lift during the campaign
- +37 Millions media impression within a week

## WHY DID THIS CAMPAIGN WIN?

It is a truly unique approach that pushed boundaries in creative, planning, and execution. An approach such as this is particularly surprising and successful in the context of a target of the experience generation - they want to drink something special - so, it's harder for mass reach brands to talk to them in a way that is personally and tonally relevant.

## LESSONS LEARNED

- **Custom Content Amplifies Success;** The most successful use of YouTube marries the worlds of creative and media seamlessly, and this can only be consistently achieved by creating custom content for the platform. 74% of 2020 YouTube Works finalists created custom content for YouTube – a broadly consistent theme from 2019 which indicates that creating custom content is a consistently successful approach
- **Explore New Territories with YouTube;** 58% of finalists explored new territories with their campaigns. BACARDÍ notably did this by partnering with artists

"Bacardi was one of its kind. It drives things forward."

JEFF STAMP, CHIEF CREATIVE OFFICER, GREY

"Bacardi is a stand out if you factor in creative, use of YouTube, everything else."

SHERYL GOLDSTEIN, SVP MEMBER ENGAGEMENT AND DEVELOPMENT, IAB