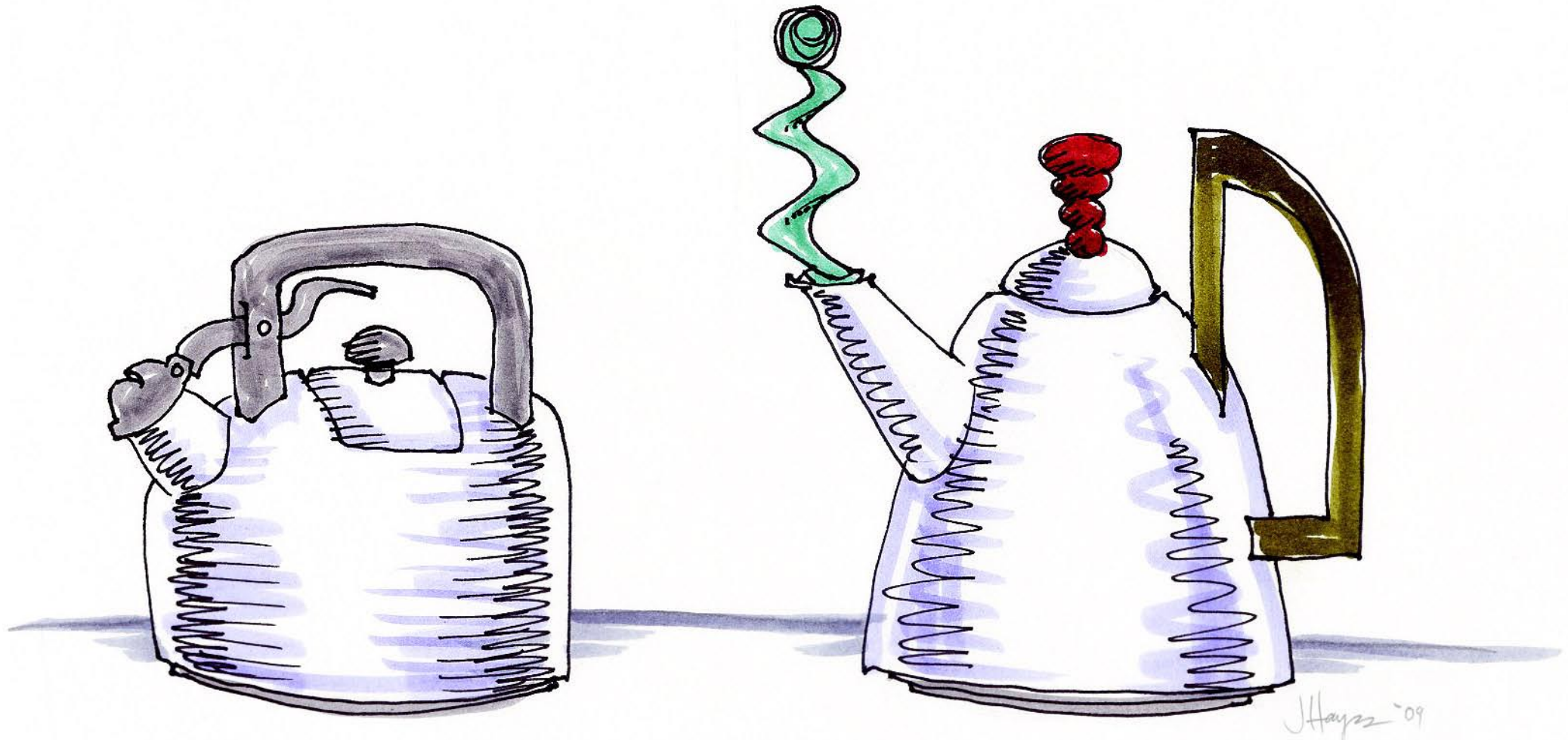


# Homework - Example of a product that traded up consumers with a premium concept

Michael Graves Tea Kettle for Target



Regular  
\$8.00

Michael Graves design  
\$32.00

## Cocktails invented with Bacardi Rum:

Mojito

Cuba Libre' / Rum & Coke

Daiquiri



I Wish... we had magic, without the trick



Rum - Aged, handcrafted, quality

Vs.

Vodka - industrial, from the tap



JHay22 '09



Update the Image of Emilio - coach, mentor, pioneer, hero...

Like Ernest Hemingway  
Renaissance man  
Dan's Yoda



Depict young Facundo Bacardí – merchant, adventurer, poet, war hero

Embody the spirit of his youth

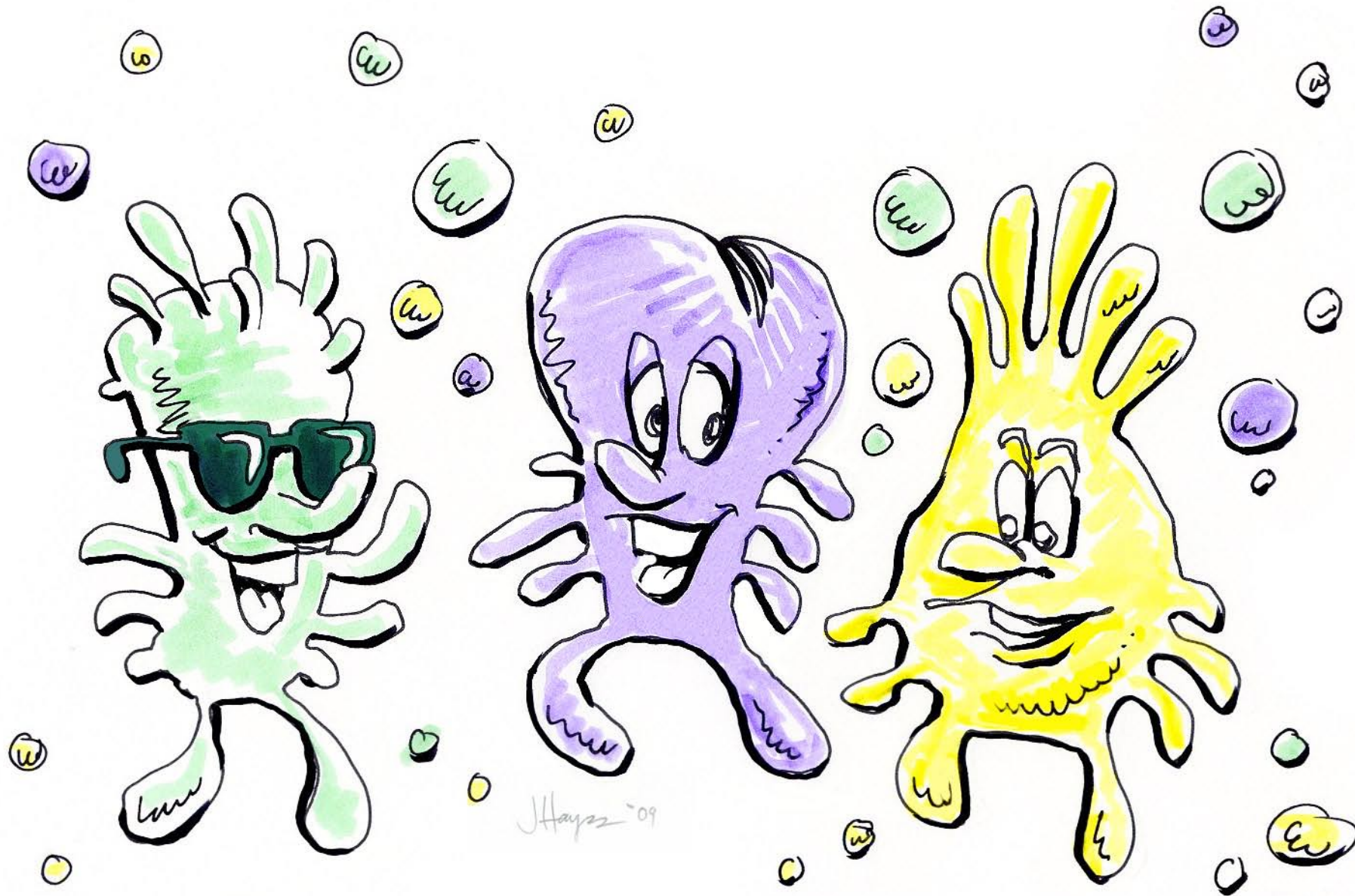


Dan, the target Customer, is on a Hero's Journey, overcoming obstacles  
Like "The Fool" of the Tarot



JHayes '09

I wish... we had "Friendly Yeast" - We still use the original Bacardi yeast

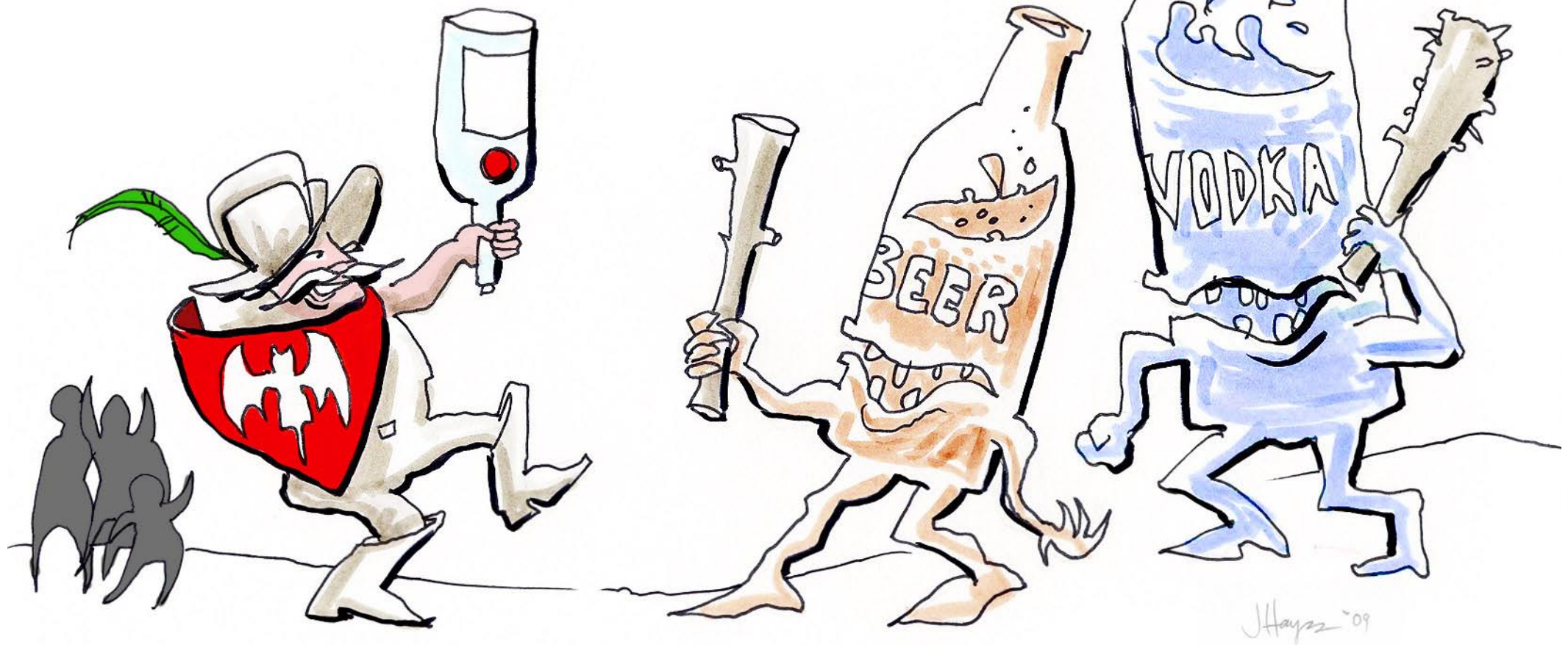


JHayes '09



# I Wish... We had an Enemy!

Team Bacardi VS. the Beer and Vodka Barbarians



I Wish... We were free of vodka's straight jacket



## Morning Warm Up - Favorite Childhood TV Show

the live action Batman had animated sound effects!



JHayes '09

The Bacardi story and history is incredibly long and fascinating



JHayes '09

Ritual Opening – Special social connection, shared with friends



JHayes '09

**Ritual Bottle Opening - Dramatic uncorking, Pops every time, unlike Champagne**  
Uncorking well is a desirable and cool skill to have



## The Logo-Bat as a Mascot and Prankster

leaves gift bottles for friends



**Bottles Designs - Guest Designers create limited additions, collector's items.**

**Emphasize Bat logo - The Founder's Signature - Sensual Forms**



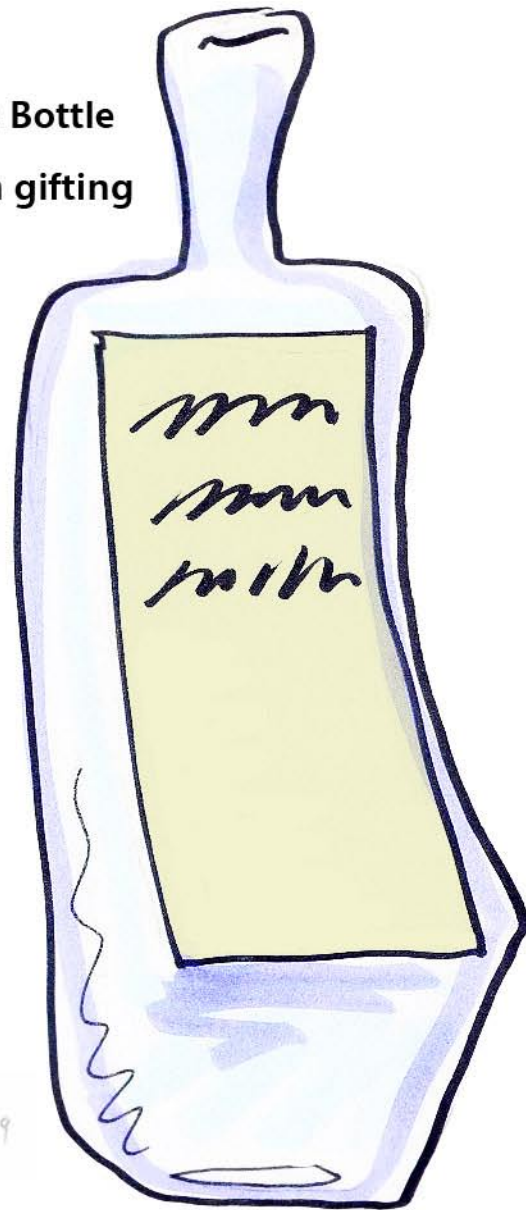


Bottle Designs - Real Wooden Cask Base - Magic Number of 3 Ingredients



# Bottle Designs

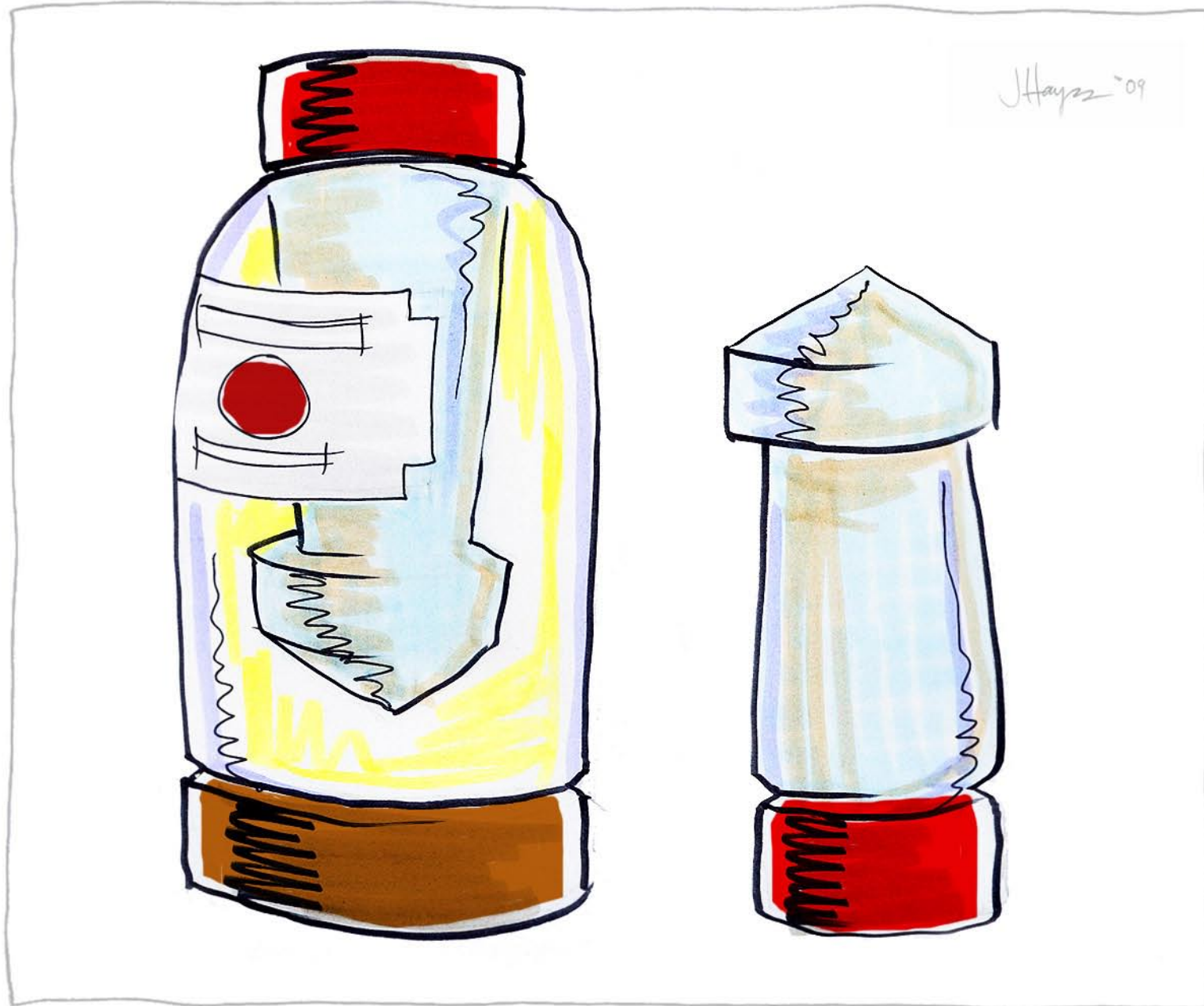
Ritual - Friends Sign the Bottle  
or add inscription when gifting



Label has logo made of seeds native to Cuba  
Rocks within cool without diluting



**Two-Part Bottle – with two types of Rum to be mixed to desired taste and mood**



Bottle Designs – Filtering Charcoal within – Floating or attached to cap



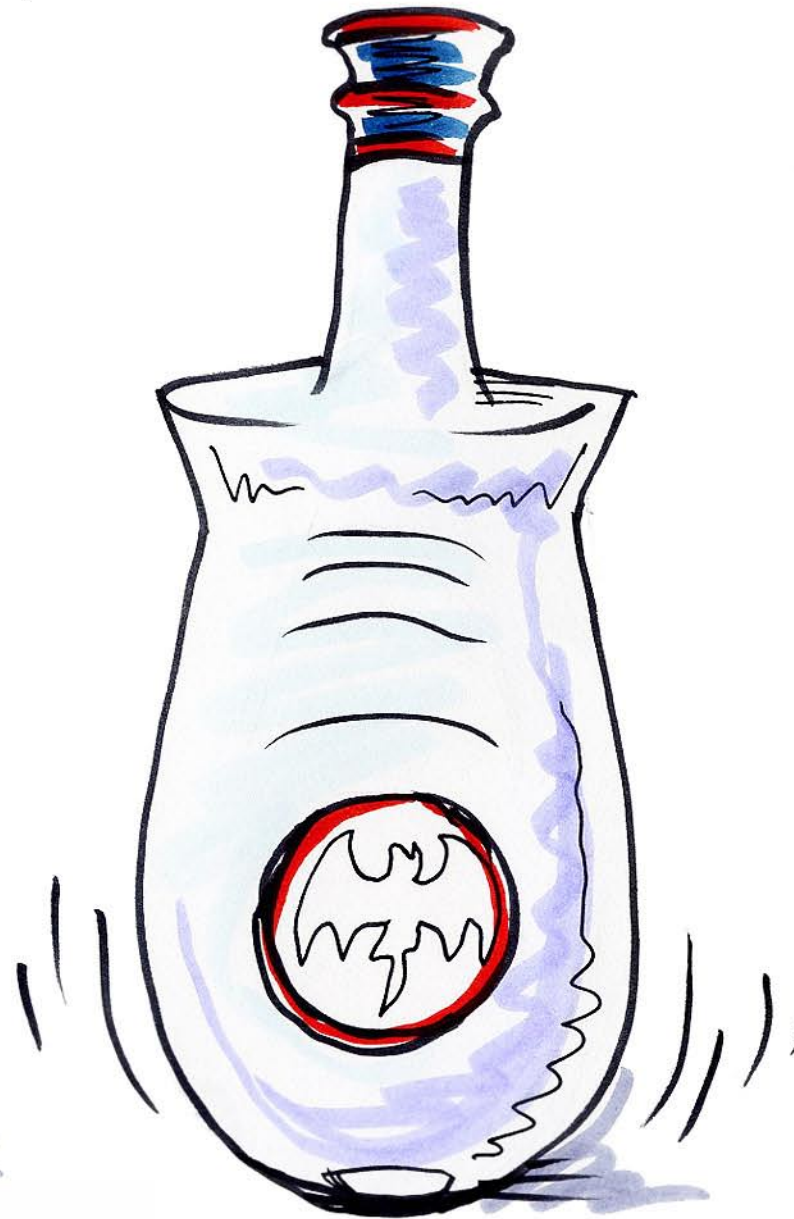
JHayes '09

## Bottle Designs

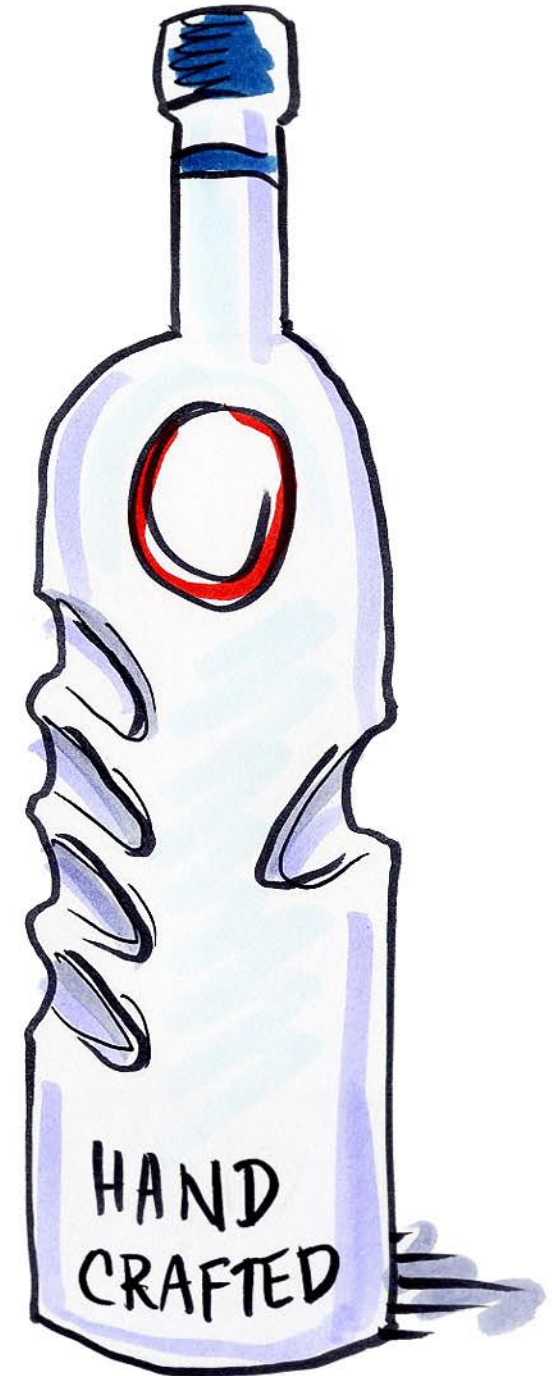
Fire Theme with image inside,  
Red Foil on top



Tippy Bottle has an  
element of Danger



Handcrafted print imbedded in glass



## Bottle Designs

Sculptural form within  
mixes flavor sediments

Flame-like form recalls  
manufacturing process



JHayes '09

Charcoal in neck completes  
the filtering process



Bottle Designs - Lens effect - Statue of the Founder inside



As Rum moves, wings appear to flap

JHayes '09