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## Help us flirt with our fans and adorers.

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### Background

There may be oceans between them, but people who love BACARDI Flavoured Rums across the world have a lot more in common than you might think. We talked to scores of them to find out what makes them tick, what they do on a night out and how they decide what to drink. What we discovered is that our adorers are an extremely sociable bunch. This may not come as a surprise, but it got us thinking. Historically we have always talked about the distinctive and intense fruit flavour of BACARDI Flavoured Rums, but times move on and we've learnt that our adorers now want a deeper, more meaningful relationship with us.....so it's time to flirt.

### Creative Requirements

Drive visibility and awareness of Bacardi Flavoured Rum and leverage the creative theme of "Flirtation". Anything goes; from TV ads, to global events, new flavours, to brand new bottle designs...you name it, we're interested. Help us move to the next level with the people who mean the most to us.

### Target Consumer

- 18 – 24 year old males.
- They are fun, light hearted, outgoing and don't take themselves too seriously.

### Flirtation Definition

For our fans and adorers "Flirting" is all about having fun. It's about feeling good and making other people feel good. It's innocent banter, mixed groups; inclusive and genuine. Flirting in a BACARDI Flavoured Rums world makes you feel alive. It's those spontaneous nights out with old friends or new friends that take unexpected twists and turns but always turn out brilliantly.

It's not artificial or about having an agenda. It isn't predatory or about sexual success, and it certainly shouldn't feel romantic or overtly sexual.

It's just flirting – no strings attached.

### What about Brand Guidelines?

Other than the Alcohol Advertising Rules which must be abided by (available in the project pack), there are no other guidelines. Creativity is key here so enjoy the freedom.

Should you wish you can include the Bacardi logo in your work.

### Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>