

THE BRAND

Brand: Ricardo
Opco: Commonwealth Brewery Ltd. (Bahamas)
Marketing Director: Meike Dijkstra

Brand In A Bottle:



Core Creative Brand Idea:
Create a brand mascot that embodies the brand essence “Uniquely Bahamian”

Market Context:
Ricardo is the second leading brand in the rum category with most of the vol. seating in the flavoured sub section.

THE CAMPAIGN

Campaign name: Who Is Cardo?
Launch date: Sep ‘21
Formats: Animated / Static

Job To Be Done:
Establish the Ricardo’s brand intrinsic advantage, Bahamian heritage, as one creditability factors for local consumers

Communications objective:
This is a Bahamian brand that spokes to consumer in a local TOV

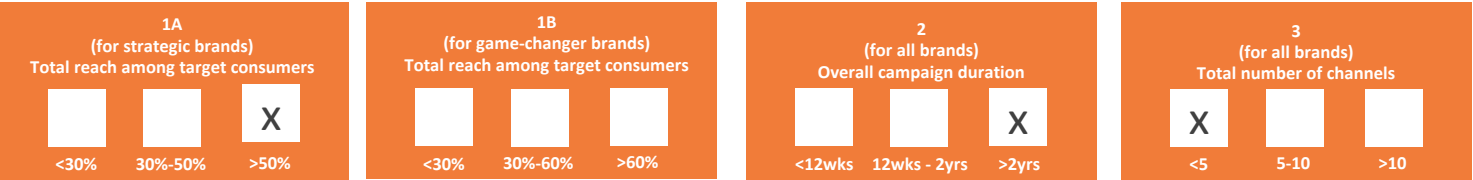
Insight:
Consumers have a strong sense of proud, so those brands that play into their local relevancy are more relevant to local consumers once they satisfy their functional and social needs

Campaign strategy and creative idea:
Humanize the brand, closing the gap between the brand and consumers, via a sensualized brand figure that is relatable within a local context (vernacular/folklore/general cultural expression)

MWBs:
Distinctive – MWBs 1/2/3

Demand Space:
Everyday Socializing

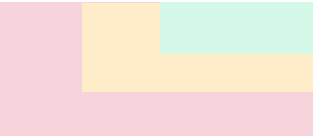
Creative Commitment:



Campaign assets: [Cardo-ism Video](#) / [Who Is Cardo?](#) / [Cardo & Blue Marlins](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s):
Difference score(s):
Saliency score(s):

N/A

Post-campaign results:

N/A