



RIO RUM





the objective

To create an effective brand identity that will launch RIO RUM, a fresh, vibrant Ultra Premium Brazilian Rum that exports the best of Rio de Janeiro to today's consumer, demonstrating how to celebrate life "Rio Style." RIO RUM will be positioned as "the true taste of Brazil" and the true taste of fun.

adventure



**RIO RUM has traveled further than it's competitors;
adventure is about discovery and the unexplored.**



rio de janeiro

Rio de Janeiro is known as “Cidade Maravilhosa”, or the marvelous city. Rio evokes feelings of extreme joy and adventure, revelry and abundant nature, and it is truly one of the most beautiful cities in the world. Rio has the best beaches, the most beautiful people, and the most famous parties in the world. Brazil is home to the 2014 World Cup and Rio de Janeiro is home to the 2016 Olympic Games!



the Samba

To help make an impression and keep RIO RUM authentic, it should employ it's own Samba troupe that can go to RIO RUM parties to liven the atmosphere and really have an impact on it's audience.



brand experience

assimilating

Our brand will take on the name RIO RUM, RIO because it is easily pronounced, easily remembered and one of the most popular places in the world. RUM, because America already has high awareness of rum, and we will behave as a rum in the marketplace. Also, the name is extremely catchy.

thinking

RIO RUM is directly focused on having fun. It will highlight Brazilian culture, it's music, dress, and general joy of life, especially that of the Rio de Janeiro Carnival.

relating

By purchasing RIO RUM, the drinker is seen as a lover of life and good times, adventurous and therefore distinctive.





tone and manner

While we pride ourselves on being classified as “Premium”, RIO RUM is a welcome respite from traditional elitism. RIO RUM will be positioned as the spirit of pure fun.

RIO RUM



the competition

RIO RUM will compete in the Ultra Premium Rum segment. Key competitors will be Oronoco, 10 Cane, Pyrat within this price tier. Volume will also be sourced from brands such as Bacardi, Captain Morgan, Pussers, Goslings Black Seal and Sailor Jerry at lower price levels as consumers look to trade up.



target audience

The primary target audience for this brand will be the “culturally aware” both embracing and celebrating life. Two groups in particular are those within the gay community and the emerging Millennial consumer. The gay consumer tends to “own” products that honor and embrace their lifestyle. The growing Millennial population is experimental and is constantly seeking new and exciting products. The love of RIO RUM by these audiences will be further shared, expanding the brand to a wider demographic.



the 'bar-call'

The 'Bar-call' is very important to RIO RUM. RIO is a two syllable word that is easily pronounced "I'll have a RIO & Coke" or "Give me a RIO Mojito and a RIO Cosmo please." The name RIO RUM is easily remembered. It has a connotation of pure beauty, pleasure and adventure.



cocktails

RIO RUM can be enjoyed straight up on ice, with a splash of lime or you can mix it.

RIO & Coke, RIO & 7, RIO Red Bull, RIO & Orange, RIO & Cranberry, RIO Mojito, RIO Caipirinha, RIO Colada, RIO Daiquiri, RIO Mai Tai, RIO Cosmopolitan...

(the possibilities are endless)

RIO RUM is honest to it's heritage, the visual branding will respect this, our audience will admire this.

A photograph of the Christ the Redeemer statue in Rio de Janeiro, Brazil, set against a clear blue sky. The statue is shown from the waist up, with its arms outstretched.

honesty



bottle

Though contemporary in design at first glance, the RIO RUM bottle's iconography was greatly influenced by the natural beauty of Rio de Janeiro. The etching on the bottle highlights the Corcovado, the largest art deco statue in the world and one of the New Seven Wonders of the World, also known as "Christ the Redeemer." The stars make up the Cruzeiro do Sul. Found on the Brazilian flag, this constellation was used by sailors to determine the Southern direction at sea. Furthermore, they point to Ivoti in the South of Brazil, home of our award-winning distillery, Weber Haus.

The shoulders of the bottle reflect the Carioca Aqueduct in the vibrant neighborhood of Lapa in Rio, and the bubbles found in the heavy glass base give the package a substantial, handcrafted feel.



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logo

The RIO RUM logo was inspired by the combination of bright feathers worn by Samba dancers celebrating the Rio Carnival and the world famous sunrises of the Brazilian beaches. As we begin to roll out flavors, the color treatment of the logo will correspond, highlighting each flavor accordingly.





own it!

brand it

Brazilian bikinis, flip flops, surfboards, t-shirts, towels. All things Brazilian can be branded with the RIO RUM logo. This will help with the lifestyle impression of RIO RUM.

A photograph of a cityscape, likely Rio de Janeiro, with a prominent mountain peak in the background under a sunset sky. The image is overlaid with a semi-transparent red gradient on the right side. The word 'location' is written in large white letters across the center of the image.

location

As we are targeting the culturally aware consumer, RIO RUM will be launched in New York City and will serve as the tipping point for the brand.



RIO RUM

**distribution of the brand
will evolve rapidly.**



RIO RUM

the true taste of Brazil.



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