

MEDIA IN CANADA JULY 3, 2009

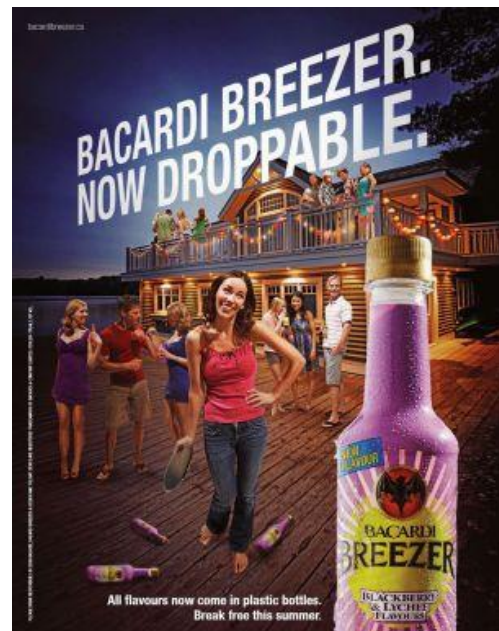
Bacardi's breezier new packaging

by Melita Kuburas

Bacardi Breezer has shed some weight for the summer with new PET bottles that weigh about 30% less than its previous glass packaging. According to Bacardi the switch to PET bottles is environmentally friendly because it helps reduce carbon emissions through the decrease in shipping, freight and gas consumption. But a resealable bottle is also more convenient for summer activities, explains Alicia Liebrechts, group brand manager for Low Proof Bacardi.

"Consumers said, 'what took you so long? Thank you for doing this' because now you can reseal it, you don't have to worry about breakage by your pool," Liebrechts tells *MiC*. A media campaign, with buys handled by Toronto-based Denneboom and creative by Young & Rubicam, is running through August in order to drive consumer awareness of the switch, she explains.

"We tried to focus on a 360-degree multimedia plan, so in terms of media we've purchased print nationally, as well as OOH advertising specifically focusing on transit shelter ads," she says. Bacardi is setting up a "Break-free Zone" at Virgin music festivals across the country (including one in Nova Scotia this weekend), which offers festival-goers a getaway from the chaos with shade seating and samples of the new flavour Blackberry Lychee.



Print media includes buys in female magazines to reach their 25- to 29-year-old female target, including *Hello!*, *LouLou* and *Glow*. An online promotion running on websites like Sweetspot.ca is also promoting a contest for a luxury cottage weekend getaway for Labour Day weekend.