



**DENNEBOOM**

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## ***Denneboom reflects on Bacardi Superior with an out of home campaign***

**December 1, 2010. Toronto.** Patrons of bars in Toronto, Vancouver, Calgary and Montreal will be reflecting on Bacardi Superior's new branding - quite literally. And it's all due to the innovative planning and execution of Denneboom Media.

Bacardi's most recognizable asset, the iconic BAT device, has been redesigned with a fresh modern look. The objective for Denneboom was to build awareness of the new design element and promote the Bacardi rum during the celebratory season. Denneboom used Rouge Media's in bar Reflective Posters and Media City's new Ad Mirror executions to bring the redesigned logo alive. "If you check yourself out in the mirror you will get a glimpse of the new Bacardi logo" says Lauralea Mast, Senior Media Advisor at Denneboom. "In addition to the reflective media we used monster banners along with Zoom and Newad posters to round out the bar signage"

Bars aren't the only place you'll find Bacardi this holiday season. A domination campaign at Union Station posts this week. Cineplex backlits and large format posters are hitting the entertainment district and high traffic Gardiner Expressway. The LED media towers at Dundas Square will also be displaying the new Bacardi Superior logo. According to Mast "There will be no doubt that revellers in the downtown core will be aware of the new Bacardi Superior look this holiday season".

### **About Denneboom Media**

Denneboom is an independent Canadian owned and operated media agency with a team of senior media professionals that offer both full-serve and self-serve media planning and buying. Clients include AGO, Bacardi, Dr. Bernstein Diet Clinics, Telehop, Swiss International Airlines and Mortgage Alliance. Denneboom recognizes that different advertisers buy in different ways and for that reason launched a web-based media planning and buying service for do-it-yourself advertisers. [www.denneboom.com](http://www.denneboom.com)