

Bacardi – ‘Oakheart’

Objective

Bacardi wanted to advertise their new Oakheart product range through a unique and high impact execution.

Audience

People aged 18-39 across the Eastern Seaboard.

Approach

Adshel installed three special builds across Australia’s eastern seaboard. A high impact execution was established by combining custom seating, wood paneling and vinyl wraps.

By incorporating wood paneling throughout the structure we were able to honour the essence of the drink, symbolising the ageing process of Bacardi’s new spiced rum variety.

Impact

The campaign saw a reach of 78.8%, with a frequency of 7.7.



Category: Beverages – Alcohol

Year: 2012

Creative Agency: 31st Second

Media Agency: ZenithOptimedia

[More case studies here.](#)

Campaign source: [Adshel](#)