

FOR THE LOVE OF RUM

**An interactive journey through living history
on the Caribbean Rum Road**



Overview

In the Caribbean, it's said, there are as many rum shops as churches. Both are equally well-attended: Rum shops not only embody the islands' rich traditions, they're the best place to find out what your neighbors are up to.

In this lively custom content program, we'll explore the metaphorical "Rum Road" that links the islands where the beverage was born. We'll pop into rum shops, uncover hidden treasures and meet the islands' living legends to see firsthand how this storied libation isn't just the Caribbean's cash cow but the heart and soul of its culture.



Execution

This multimedia experience shows a side of rum that can't be found in books, online or anywhere else. Depending on client preferences and budget, content could include:

- **A rich-media article** blends journalistic narrative with lightly animated graphics and data visualizations
- **An annotated infographic map** lets readers interactively explore points of interest
- **An innovative interactive visual experience** aligns contextual narrative with sourced and original photography, art and archival materials
- **An immersive interactive video** blends multimedia storytelling tools including video interviews, photo galleries and maps

“Spirit of Influence”

Rich-Media Article

A compelling journalistic narrative will trace the timeline of rum’s history in the islands and its ever-evolving influence on Caribbean music, culture and food. Through interviews with local chefs and bartenders as well as experts and historians, such as Karl Watson, Lennox Honychurch, Henry Fraser Hilary Beckles or Trevor Marshall, we’ll explore:

- The different kinds of rum and the elements that shape flavor and quality
- The influence of rum on local cuisine
- The art forms, rituals and traditions associated with rum-making and –drinking
- Rum’s role as a regional indigenous good

Sprinkled throughout the article will be mini-profiles of “*Characters of the Caribbean,*” in which charismatic residents will tell their brief personal story, accompanied by an evocative photograph.

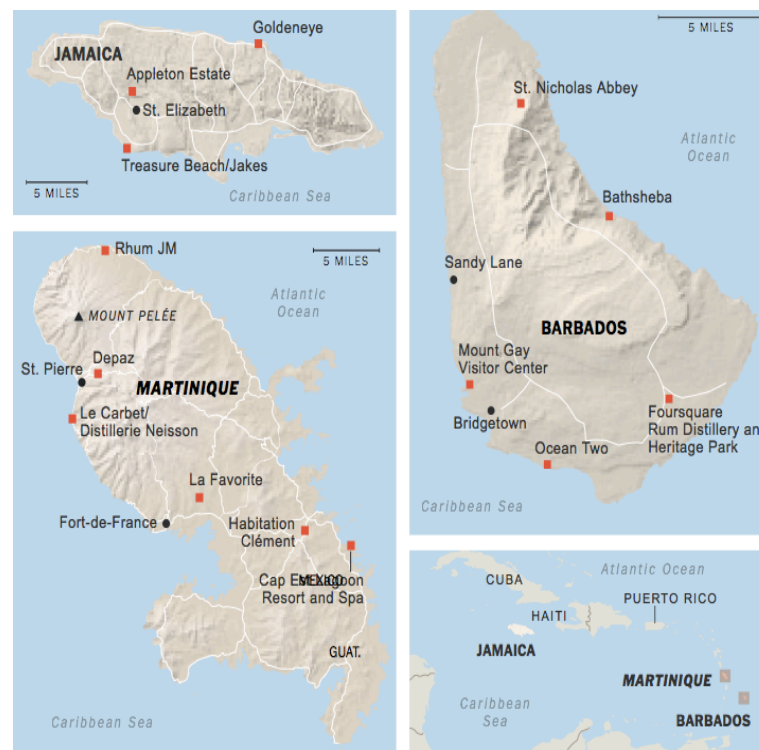


“The Rum Road”

Annotated Infographic Map

Working with the Caribbean Tourism Board, we’ll identify key points of interest to showcase on an interactive custom map of the Caribbean.

- Readers click or hover on “hotspot” indicators to reveal text overlays with interesting information and facts
- Hotspots could include areas of historical interest, breweries, shops, local art studios and other sites, attractions and activities centered on rum



“*Rum Then and Now*”

Interactive Visual Experience

Caribbean rum’s past, present and future will come to life in an innovative execution that is visually compelling, rich in cultural context and full of surprising insights.

- A split screen shows dovetailing executions unfolding according to readers’ interaction
- Both sides can move independently but one side is pinned while the reader moves through the other.
- **Left-side execution:** A mix of breathtaking photography, audio clips, archival images, graphics, maps and compelling pop-ups; includes “*The Rum Road*” interactive map
- **Right-hand execution:** Narrative composed of mini-sections with listicles and information call-outs

Mini-sections include:

“*The Caribbean from Agricole to Zouk*”

A highly clickable, shareable listicle with GIF images defines and explains important, obscure and quirky Caribbean terms. Examples include

- Agricole
- Rumbullion
- Coyaba
- Seacat
- Crop-over
- Soca

Interactive timeline

The backstory of rum, from earliest use of the word (1658 plantation deed in Barbados) to modern day.

- Upon click or hover on dates, readers see text overlay boxes with historic facts and details
- Text boxes could include historical artifacts such as photos, newspaper clippings, etc.

“Rum Then and Now” cont’d

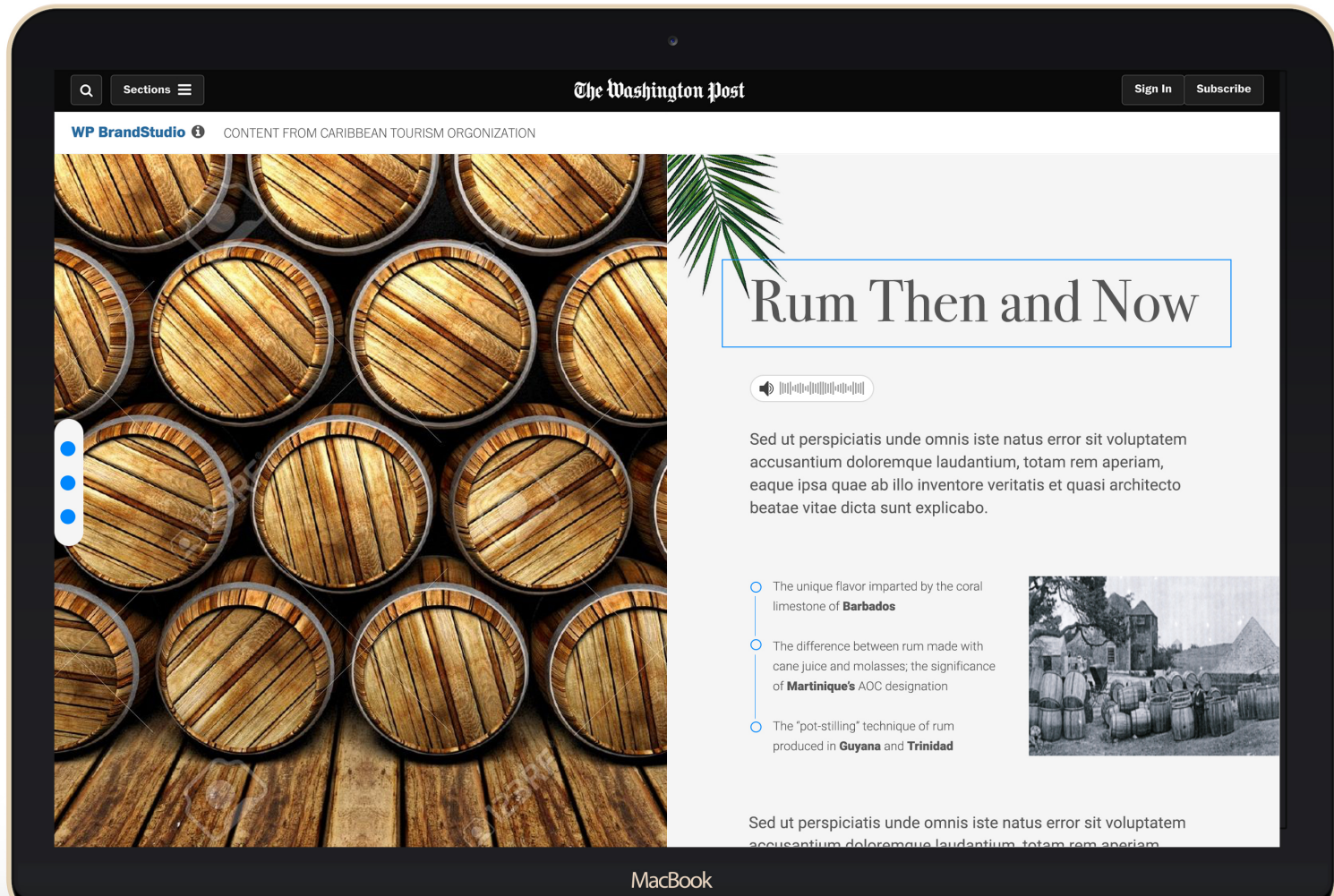
“The Terroir of Rum”

In consultation with a panel of experts such as Joy Spence (the industry’s first female master blender), Paul Yellin (the “Rhum Chef”) and Frank Robinson (award-winning bartender), we’ll take a definitive look at location and other factors that make a good rum—be it light, dark, gold, premium or overproofed. Topics could include:

- The unique flavor imparted by the coral limestone of **Barbados**
- The difference between rum made with cane juice and molasses; the significance of **Martinique’s** AOC designation
- The “pot-stilling” technique of rum produced in **Guyana** and **Trinidad**



VISUAL MOCK: Excerpt of "Rum Then and Now"

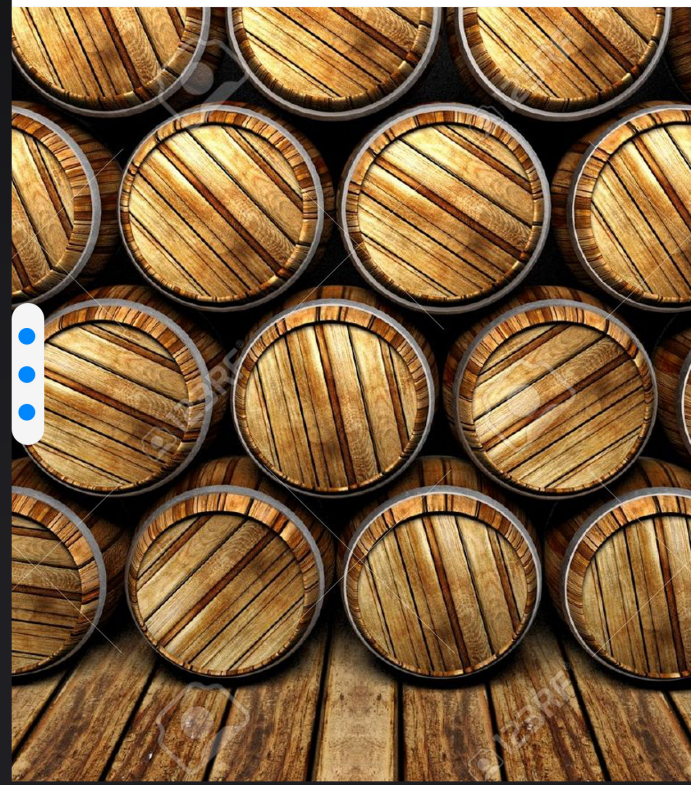


Sections

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Rum Then and Now

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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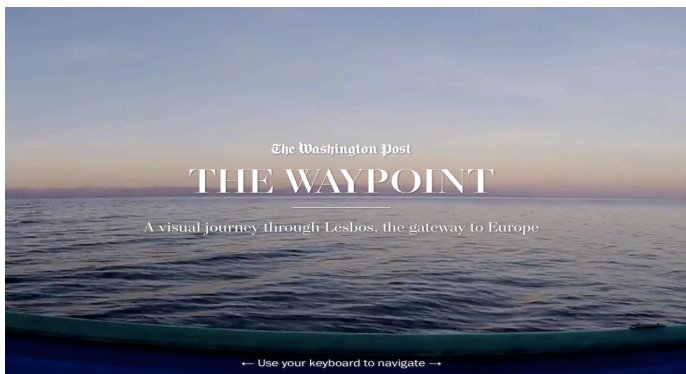
MacBook

“For the Love of Rum”

Immersive interactive video

Leveraging a recent first-to-market execution by The Washington Post editorial team, we’ll create a dynamic, wholly immersive multimedia execution that gives readers the feeling of being physically in the Caribbean and able to navigate at will through topics and insights that interest them.

Voiceover and copy narration, featuring a local guide such as Norman Murray or Michel Fayad, would lead readers through a tour to meaningful parts of the rum journey while providing colorful commentary and insights.



Execution inspiration: *The Washington Post's* “The Waypoint”: <https://www.washingtonpost.com/graphics/world/lesbos/>

Examples:

- Video narration takes us to a local rum shop run by the Aunty of Nigel Benn, a boxer otherwise known as the “Dark Destroyer”; a copy prompt would ask, “Would you like to meet Aunty?” Saying “yes” will give us access to a clip of Aunty telling her story
- The video takes us to a restaurant where we can choose to hear a local chef or bartender describe his favorite rum dish or cocktail; the written recipe will then pop up on-screen

“Aunty”

