

BUMBU CRÈME

STERLING JACKSON

Bumbu: the No. 1 Brand in the Premium Rum Category in the U.S.



BUMBU RUM CO.

An authentic Caribbean legend, *Bumbu* evokes the rich and colorful history of the West Indies, revealing its heritage and craftsmanship with every sip.

Each batch of our flagship *Bumbu* Original is distilled and blended at our historic beachfront distillery in Barbados. Bumbu's unique taste profile and unmatched mix-ability have inspired a devoted legion of fans the world over.

"At Bumbu Rum Company, we handcraft our rums from a blend of the finest sugarcane from across the West Indies. Our rum is exceptionally balanced and smooth, without sacrificing the richness and complexity that makes our Barbados distillery's rum the world's best – although we're a little biased."

Bumbu Crème, the smooth, rich taste of spices, cream, and sweetness comes packaged in an all white bottle, topped off with a shiny gold cork-like cap. This 750ml bottle of *Bumbu* Rum is like no other giving off island vibes with a relaxing, warm, and clean look only to match it's irresistible taste.



MARKET PAIN POINTS

- High volume of competitors
- Creating and maintaining effective online presence
- Growing and broadening demographic appeal
- Expanding to new markets

****Extended details and strategies to be provided upon employment of the position ****

OBJECTIVE / GOALS

- Establish further brand awareness for new *Bumbu Crème*, as well as the *Bumbu Rum Co.*
- Define and expand target demographics in the new Atlanta-Metro Market as well as current NYC market.
- Generate sales from social engagement.
- Grow the brand name through the brand's story.
- Drive compelling stories through print, social, and digital content.
- Execute successful social campaigns through paid advertisement (Facebook, Twitter, Youtube and other websites)

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KEY FACTORS

Target Audience

- Males
- Multicultural
- US & UK
- 21+
- Social Media Influencers/Music Artist/ Sport Celebrities/Public Figures

Media Channels

- Digital & Social Media (Website, Facebook, Instagram, Youtube, Twitter, etc.)
- Traditional (Blogs, Magazines, Interviews, Press Releases, Podcast, Billboards,E-Mailing list)

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30 DAY STRATEGY

Week One

- Launch a 15 to 30 Day *Bumbu Crème* Campaign via social media
- Introduce new artist/influencer partnership via private branding launch (content & media coverage)
- Build creative artist/influencer thirty-second to one-min commercial/visual (host release premiere sponsored by *Bumbu Crème/Bumbu Co.*)
- Connect with local businesses/brands through sponsorships and partnership with activations opportunities. (Media recaps, physical branded material, and social media content focus areas)

Week Two

- Compel assets for press releases, publications pitch, magazine placements (GQ, Complex, Sports Illustrated, and entertainment base pubs. in addition to normal Wine & Spirit Magazines)
- Influencer/Celebrity publication interviews about *Bumbu Crème / Bumbu Rum Co.*
- Construct email campaigns to keep consumers and audience up to date with new release, upcoming announcements and more.

Week Three & Four

- Brand placements for artist/influencer/celebrity creative visuals & photo opportunities
- Street Team Guerilla marketing tactics around the Atlanta-Metropolitan area (Billboard, Metro Station, Bus/Bus Station, Airport Ad marque, sidewalk marketing, sporting arenas.)
- Wine & Spirits stores activations / tastings
- Ongoing digital media support

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*BUMBU CRÈME
"WOCKESHA"
CAMPAIGN*

POTENTIAL DIGITAL CONTENT OPPORTUNITIES

**85 South Show
Vlad Tv
No Jumper Podcast**

POTENTIAL PUBLICATION OPPORTUNITIES

**XXL
Variety
Complex**

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CELEBRITY PARTNERSHIPS



AD CAMPAIGNS



HIGH QUALITY
CONTENT
MATERIAL



BRANDED EVENT ACTIVATION
STATIONS

BUMBU

RUM COMPANY

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BUMBU.COM





SOVEREIGN BRANDS

A FAMILY COMPANY OF FINE WINES & SPIRITS