

01.20.16

Captain Morgan®

MAKE SERIOUS HISTORY

WORK SESSION





AGENDA

- Discuss **SEE / THINK / DO** Planning Framework
- Review F16 Top Creative Ideas
- Align on an execution for H2



WHERE WE LEFT OFF

- Holistic Experiential Campaign (11.12.15)
- F17 Connections Planning Workshop (12.15.15)



WHERE DOES EXPERIENTIAL FIT WITHIN THE SEE THINK DO FRAMEWORK?

TARGET: A21-24. I'M LOOKING FOR LIBERATION FROM THE PRESSURES OF THE WORLD TO LIVE FREELY, FULLY AND FOR MORE FUN

Consumer Mindset	See – Constantly balancing getting ahead and letting loose	Think –I want to let loose but is going out really going to be worth it	Do –I want a drink that raises the energy of the night	Care - While I have my go-to's I'm always willing to try a new drink/brand
Consumer Barrier	Feel pressure to act more serious than they really are	Worried if they go out they will regret it the next day	When they think of rum, it no longer has the high energy association as vodka and whiskey	A lot of choice and clutter when looking for a good time spirit
Consumer Opportunity	Looking for moments of release to help them take it all less seriously	Think their 20's is the time in their life they should be having the most fun	Want a group ritual that is an easy drinking and crowd pleasing way for the whole crew to have fun	Looking for quick and easy ways to identify what will be fun for the occasion
Role of Comms	Announce	Inspire	Establish	Affinity
Content Space	Be a source of levity that shows when you take life, and yourself, less seriously you feel more free	Inspire with the possibilities when you live freely, fully, and more fun	Make our products the unmistakable signal that serious fun is about to go down	Remind them of how much fun choosing Captain really is regardless of occasion



THE CONNECTIONS PLANNING WORKSHOP CLEARLY GROUPED MUCH OF OUR F16 WORK INTO SEE AND THINK EXPERIENTIAL TACTICS WITHIN THE SEE THINK DO FRAMEWORK

SEE	THINK	DO
Content Publishers	Content Publishers	On-premise Stunts
Social Media	Media	Captain's Tour
Digital ads	Stunts	MBNs
Search	Influencers	Off premise
TV	Digital video	Search
OOH	CB Comms	Master Blaster
CB Comms	GFC Comms	On Premise Kits
GFC Comms	Event Photography	NEC Programs
		The Captain

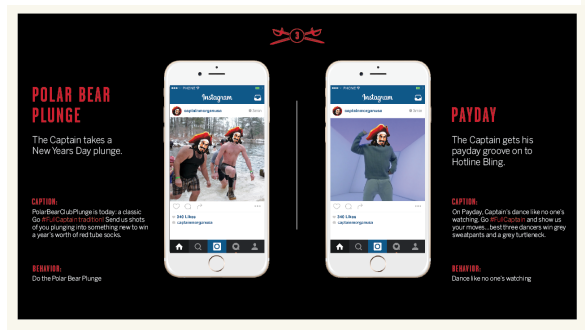
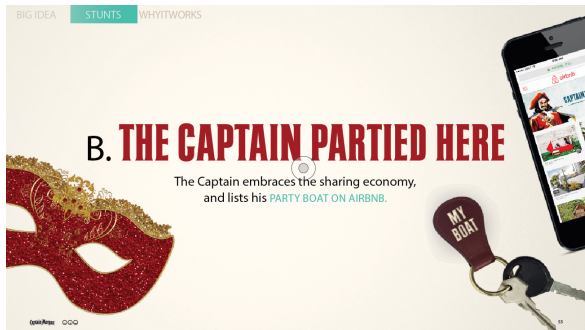
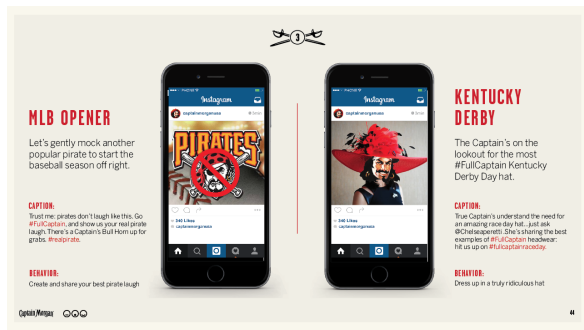
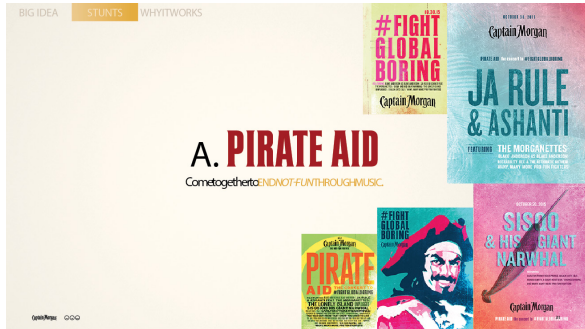
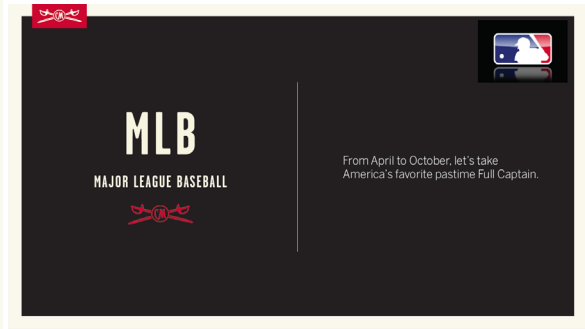
OUR PURPOSE

Announce and inspire **Go Full Captain** behavior by disrupting culturally relevant moments in service of fun.

CREATIVE REVIEW



WE'VE THOUGHT ABOUT THIS A LOT



CREATIVE CRITERIA

Over time, we've ideated against a range of challenges, briefs and considerations.

And we really, really loved some of the ideas and concepts. So we decided to look at them through fresh eyes in order to strip them back and workshop them with you here today.



OUR CREATIVE CRITERIA

- Does it squarely fit into the **SEE / THINK / DO** framework?
- Does the idea inspire unexpected fun and create Go Full Captain opportunities?
- Is it culturally relevant to millennials?
- Impact vs. Ease of sell-in

CREATIVE IDEAS

HOTEL COACHELLA



LET'S TURN THE NON-VIP'S INTO VIP'S. CAPTAIN MORGAN TAKES OVER THE CHEAPEST HOTEL NEAR A PROMINENT FESTIVAL, TRANSFORMING IT INTO A SURPRISE-FILLED SPACE DEDICATED 100% TO FUN AND FULL CAPTAIN BEHAVIOR.

Potential Activation Occasions/Dates:

Coachella: Indio, California – April 2016

Hangout Fest: Gulf Shores, Alabama – May 2016

Mysteryland: Bethel, NY – May 2016

Bonnaroo: Manchester, Tennessee – June 2016



HOTEL COACHELLA

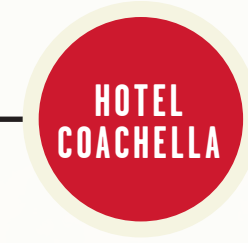
GO FULL CAPTAIN OPPORTUNITY

From our Karaoke Cash Cow to the live entertainment through to the smallest points of interaction, every touch point of our experience is designed to encourage Go Full Captain behavior, as well as generating exciting and fun content that delivers the brand POV in an engaging manner.

CULTURAL RELEVANCE

It's no surprise that music festivals are super popular with our target audience, however accommodation can often be extremely expensive and hard to find, especially for festivals outside the major cities. We feel we can use this to our advantage, and transform the experience for festival goers not used to the VIP lifestyle.

SEE



THINK

- **Coachella:** # of festival attendees // 193,000 in 2015
- **Hangout Fest:** 40,000+ attendees in 2015
- **Mysterland:** 50,000+ attendees in 2015
- **Bonnaroo:** 2015 festival drew over 80,000 attendees

CAPTAIN'S AIRBNB

CAPTAIN MORGAN AND AIRBNB TEAM UP TO OFFER INCREDIBLY UNIQUE RENTAL PROPERTIES DESIGNED TO FOSTER AND REWARD 'GO FULL CAPTAIN' BEHAVIOR. FROM A MARINA OF HOUSE BOATS AT ULTRA TO A MULTI-ROOM PARTY BOAT THAT SLEEPS 50 AT TREASURE ISLAND IN SAN FRANCISCO, WE WANT TO SURPRISE AND DELIGHT MILLENNIALS LOOKING FOR A PLACE TO STAY.

Potential Activation Occasions/Dates:

SXSW: Austin, Texas – March 2016

Ultra Fest: Miami, Florida – March 2016

Hangout Fest: Gulf Shores, Alabama – May 2016

Treasure Island Festival: San Francisco, California – October 2016



CAPTAIN'S AIRBNB

GO FULL CAPTAIN OPPORTUNITY

This idea could be taken in a few directions. GFC behavior could be the call to action to 'win' your stay; we could surprise people with incredible accommodation they didn't see coming; we could also create 'fun zones' of shared/collective accommodation at large events, driving content for audiences unable to attend.

CULTURAL RELEVANCE

We once again want to target the foil of finding accommodation at festivals and cultural events, utilizing an online platform that is entirely culturally relevant to our audience.

SEE

CAPTAIN'S
AIR BNB

THINK

SXSW: 72,000 registrants and artists in attendance

Ultra Fest: 300,000 expected people over three day festival

Hangout Fest: 40,000+ attendees in 2015

Treasure Island Festival: 15,000 attendees in 2015

FESTIVAL HIJACK

LET'S HIJACK THE STORY AT A POPULAR MUSIC FESTIVAL BY DROPPING THE CAPTAIN INTO THE MIX – LITERALLY! CAPTAIN MORGAN WILL PARACHUTE INTO A POPULAR FESTIVAL, DRAGGING A HUGE BANNER BEHIND HIM, INVITING THE CROWD TO A HUGE AFTER PARTY. YOUR TICKET IN? A SOCIAL POST SHOWING THE CAPTAIN IN FLIGHT!

Potential Activation Occasions/Dates:

Ultra Fest: Miami, Florida – March 2016

Moogfest: Asheville, North Carolina, April 2016

Summerfest: Milwaukee, June/July 2016





FESTIVAL HIJACK

GO FULL CAPTAIN OPPORTUNITY

This idea has many possible 'Full Captain' elements: the jump itself, the opportunities that arise when the Captain lands, a surprise after party for the everyman; we could even supplement the experience by owning 'Full Captain' encouraging transport options to and from the festival, bringing fun earlier into the day, and extending it after the festival is over.

CULTURAL RELEVANCE

Once again, we know our target audience attend and love music festivals, but often the official after parties are VIP only. We've also identified transport to and from the festival as pain points we could potentially inject fun into.

SEE

FESTIVAL
HIJACK

THINK

Ultra Fest: 300,000 people expected over three day festival

Moogfest: 25,000 attendees in 2014

Summerfest: 772,652 attendees

MORGAN'S SPEAKEASY



WELCOME TO MORGAN'S. OPEN ONE WEEKEND ONLY IN PARTNERSHIP WITH CELEBRITY "ARTISTS IN RESIDENCE" TO CREATE UNIQUE CULTURAL MOMENTS. TO GET IN, YOU FIRST NEED TO FIND US, AND THEN GO FULL CAPTAIN.

Potential Activation Occasions/Dates:

- March 18 – Daredevil Season Two premiere
- March 30 – The Path premiere on Hulu
- Date TBD – Game of Thrones premiere





MORGAN'S SPEAKEASY

GO FULL CAPTAIN OPPORTUNITY

To unlock clues and gain access to the bar, guests will need to don the mask and Go Full Captain; once inside, all sorts of exciting fun will await, all designed to create exciting content. We could also house our 'Karaoke Cash Cow' at these experiences before unpacking it further into an on-premise activation.

CULTURAL RELEVANCE

Amongst Millennials, speakeasies are definitely popular, as are pop-up dining/drinking experiences (tied to FOMO, the audience is constantly looking to discover them). By cleverly hiding our bar (and clues to find it), we could tap into relevant media and cultural channels to tease the experience, and utilize cultural icons to spread the word and give our experience the right cache.

SEE

SPEAKEASY

THINK

Daredevil Season Two premiere: Million viewers in first 11 days

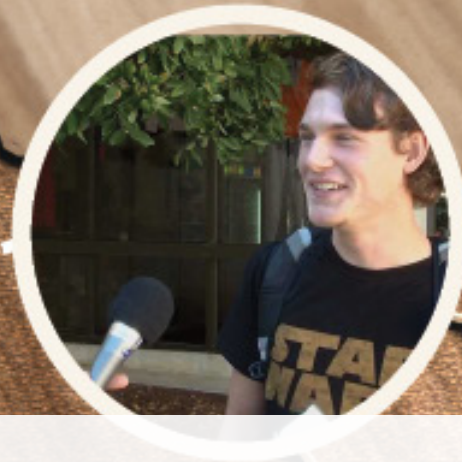
The Path: Premiere on Hulu - March, 30

Game of Thrones: Premiere date TBD

FUN PATROL

WE HIT THE STREETS ON A MISSION TO DISRUPT THE EVERYDAY AND DRIVE 'FULL CAPTAIN' BEHAVIOR THROUGH A UNIQUE MAN-ON-THE-STREET STYLE CONTENT SERIES.

Potential Activation Occasions/Dates: We could look to prominent holidays as a way to theme episodes of our series, for example, St Patrick's Day (March 17), Tax Day (April 18), Cinco de Mayo (May 5) & Mothers Day (May 8)





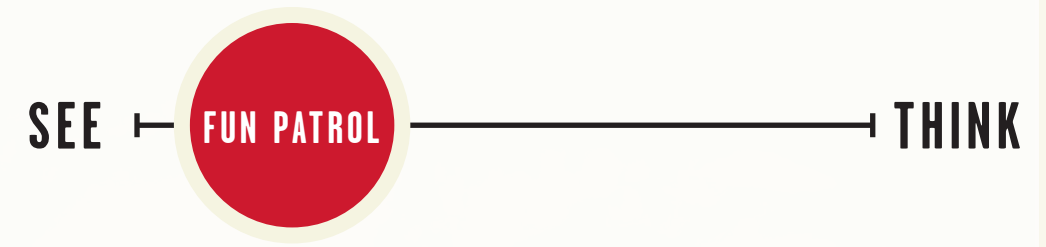
FUN PATROL

GO FULL CAPTAIN OPPORTUNITY

Targeted audience members are taken by surprise before being encouraged to don the Captain's face, be spontaneous, and take on a Full Captain challenge to win!

CULTURAL RELEVANCE

From Crackle to BuzzFeed to Gawker, online content platforms are looking to partner with brands to create unique content, which can also be shared via the celebrity hosts social channels. With the right concept partnered with the right celebrity, we feel strongly this could resonate with the target audience, at the same time highlighting more 'Go Full Captain' behavior examples.



St. Patrick's Day, Tax Day, Cinco de Mayo, Mother's Day

The Onion: 5,682,250 monthly unique views

Funny Or Die: 1,918,102 monthly unique views

Buzzfeed: 29,670,480 monthly unique views



COLOR RUN

MILLENNIALS LOVE SPENDING MONEY ON UNIQUE EXPERIENCES, AND NO CULTURAL MOVEMENT IS GROWING FASTER THAN THE COLOR RUN. POPPING UP ACROSS THE NATION, THE CAPTAIN COULD BRING HIS UNIQUE PRESENCE TO THESE EVENTS, AS WELL AS ENCOURAGING INCREDIBLE 'GO FULL CAPTAIN' BEHAVIORS.

Potential Activation Occasions/Dates: Color Runs begin in February in Orlando, with the majority occurring during April, May and June. There are currently 52 cities on the Color Run calendar, with a further 60 to be announced.





COLOR RUN

GO FULL CAPTAIN OPPORTUNITY

From sponsorship of 'The Captain's Mile' to creating different moments along the entirety of the run, to sponsorship of the race's conclusion (leading to on-premise opportunities), there is a huge range of opportunities here.

CULTURAL RELEVANCE

The Color Run is absolutely massive, and only growing larger, and it hits a number of our buttons for our target audience. The Captain has a huge chance to build on something big.

SEE ←————→ COLOR RUN → THINK

Total participants: 79,248 in 2015

Average # of participants per event: 5,283 in 2015



HOT AIR FOR FUN

**THE HOT AIR OF THE 2016 PRESIDENTIAL CANDIDATES
DIRECTLY POWERS FUN, OUTRAGEOUS LIVE AND DIGITAL
EXPERIENCES.**

Potential Activation Occasions/Dates:

Republican National Convention, Cleveland, OH, July 18 – 21

Democratic National Convention, Philadelphia, PA, July 25 – 28

Presidential Debates: September 26, October 9, October 19



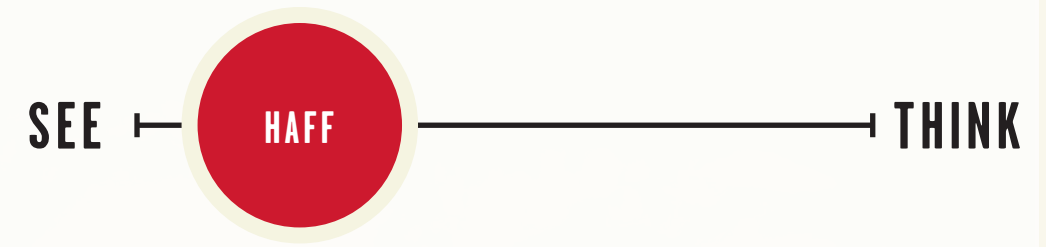
HOT AIR FOR FUN

GO FULL CAPTAIN OPPORTUNITY

Initially conceived as a stunt, we would host a live experience in a debate city in real time, using the candidates 'hot air' to unlock/power ever-increasing excitement and 'Full Captain' moments. Aside from content generation, this concept could be further unpacked both online and offline to encourage/reward 'Go Full Captain' behavior.

CULTURAL RELEVANCE

With the current state of political animosity and division in the US, we see this stunt as being an excellent way to build a positive out of a negative, and position Captain Morgan as the champion of fun.



Republican National Convention

Cleveland, OH, July 18 – 21 30.3 Million viewers in 2012

Democratic National Convention

Philadelphia, PA, July 25 – 28 35.7 Million Viewers in 2012

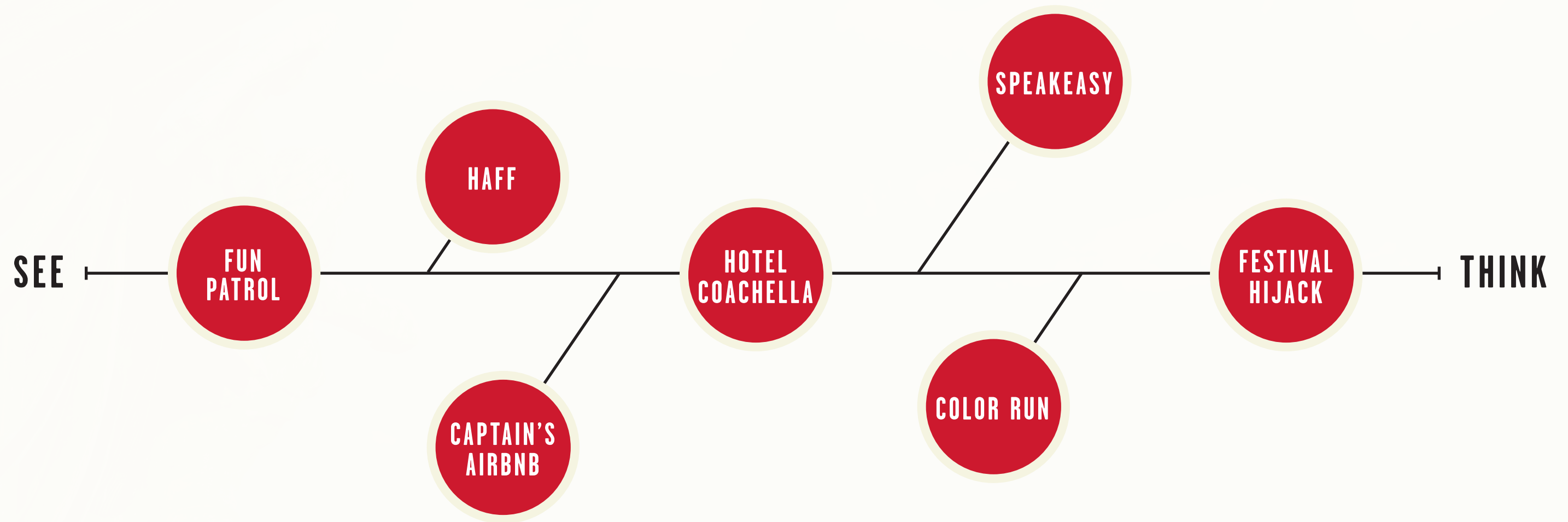
Presidential Debates

September 26, October 9, October 19

First presidential debate viewership: 67 million viewers in 2012



WHERE OUR IDEAS LANDED



ONWARDS.