

The background is a warm, orange-toned sunset over a cityscape. In the center, the words "RIO RUM" are written in a white, serif font. Above the text is a white sunburst icon. To the left, there is a silhouette of Christ the Redeemer with a large, vibrant, multi-colored floral or feathered headdress. To the right, there is a silhouette of a person in a dynamic pose, possibly dancing, with a large, multi-colored floral or feathered headdress. The entire scene is framed by white, swirling, abstract lines.

RIO RUM

the objective

To create an effective brand identity which will launch the cachaça; firstly in a local market, followed by full nationwide implementation. Presenting the cachaça as the true taste of brazil and the true taste of fun.



the competitor

Bacardi would be the brand's main competitor. It is the recognized brand of rum in America.



target audience

Fun drinkers, worldly. Those that are aware of their brands, wanting to drink the authentic and well crafted taste of Brazil. The love of RIO RUM by this audience will be shared then expanding the product to all demographics.



brand experience

assimilating

The cachaça will take on the name RIO RUM, RIO because it is easily pronounced, easily remembered and one of the most popular places in the world. RUM, because America is already aware of rum and cachaça is classed as a rum within the United States. Also, the name is extremely catchy.

thinking

RIO RUM is directly focused on having fun. It will highlight Brazilian culture, it's music, dress, and general joy of life, especially that of the Rio de Janeiro Carnival.

relating

By purchasing RIO RUM, the drinker is seen as a lover of life and good times, they're seen as adventurous and therefore distinctive.





the true taste of Brazil.



tone and manner

The brand needs to watch that it does not become elitist.

Every alcohol brand prides itself on being “Premium”, this brand wants to position itself as something of pure fun, a welcome respite from this elitism.

It needs to make sure that the fun aspect isn’t taken too far, RIO RUM is enjoyable, not obnoxious.



RIO RUM is honest to it's heritage, the visual branding will respect this, our audience will admire this.

A photograph of the Christ the Redeemer statue in Rio de Janeiro, Brazil, set against a clear blue sky. The statue is shown from the waist up, with its arms outstretched. It is surrounded by faint, light blue circular lines that create a halo effect.

honesty



adventure



**RIO RUM has traveled further than it's competitors;
adventure is about discovery and the unexplored.**

A decorative graphic consisting of several thin, white, overlapping loops that swirl around the word 'location'.

location

The starting environment for RIO RUM should be New York City because of it's vast demographic. New York City will be the tipping point for RIO RUM.



**from this the brand
will evolve rapidly.**



the Samba

To help make an impression and keep RIO RUM authentic, it should employ it's own Samba troupe that can go to RIO RUM parties to liven the atmosphere and really have an impact on it's audience.



rio de janeiro

Rio de Janeiro is known as “Cidade Maravilhosa”, or the marvelous city. Rio evokes feelings of extreme joy and adventure, revelry and abundant nature, and it is truly one of the most beautiful cities in the world. We have the best beaches, the most beautiful people, and the most famous parties in the world. And we are home to the 2014 World Cup and the 2016 Olympic Games!



the 'bar-call'

The 'Bar-call' is very important to RIO RUM. RIO is a two syllable word that is easily pronounced "I'll have a RIO & Coke" or "Give me a RIO Mojito and a RIO Cosmo please." The name RIO RUM is easily remembered. It has a connotation of pure beauty, pleasure and adventure.



cocktails

RIO RUM can be enjoyed straight up on ice, with a splash of lime or you can mix it.

RIO & Coke, RIO & Seven, RIO Red Bull, RIO & Orange, RIO & Cranberry, RIO Mojito, RIO Caipirinha, RIO Colada, RIO Daiquiri, RIO Mai Tai, RIO Cosmopolitan...

(the possibilities are endless)



own it!

brand it

Brazilian bikinis, flip flops, surfboards, t-shirts, towels. All things Brazilian can be branded with the RIO RUM logo. This will help with the lifestyle impression of RIO RUM.



bottle

The RIO RUM bottle is inspired by Rio de Janeiro and its amazing environment. Looking through the bottle you can see the famous Christ the Redeemer statue, one of the seven wonders of the world.

The arches are inspired by the architecture in Rio, from the aqueduct, the cathedrals and nature.



logo

The RIO RUM logo is a combination of feathers from the Carnival and the famous sunsets of the Brazilian beaches. Each flavor will have the corresponding color of feathers on the bottle.

with love from Rio.