

The image features a vibrant sunset background with silhouettes of mountains and the Christ the Redeemer statue. The text 'RIO RUM' is centered in a white, serif font, with a stylized sunburst icon above it. The scene is decorated with white circular lines and colorful floral and human silhouettes in the foreground.

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. Mostly female, aware of their brands, wanting to drink the authentic, well-crafted taste of Brazil. The cachaça could come in a variety of flavors, all tropical, to enhance the Brazilian image e.g. Guava, Papaya, Mango, Passion Fruit.



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 Carnival.

relating

In buying the rum, the drinker is seen as a lover of life and good times, they're seen as adventurous and therefore distinctive.

RIO RUM



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



honesty

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

adventure

RIO RUM

**The brand has traveled further than it's competitor's,
adventure is about discovery and the unexplored.**

A decorative graphic consisting of several overlapping, flowing white lines that form a shape reminiscent of a stylized '3' or a calligraphic flourish, framing 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.



RIO RUM

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



the Samba

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



feathers

RIO RUM will use feathers to help brand identity. Incorporating the headdresses/masks of Carnival into the parties, this will give the audience a sense of mischievousness, sexiness and total playfulness.



RIO RUM

the 'bar-call'

The 'Bar-call' is very important to RIO RUM. RIO is a two syllable word that is easily pronounced (Rio Mojito) and easily remembered. It's connotation is of pure beauty and pleasure.



RIO RUM

own it!



brand it
Brazilian Bikinis, flip flops, surfboards, tshirts- all things Brazilian can be given as gifts, this will help with the lifestyle impression of RIO RUM.



bottles

Two possible ideas.

The circular round bottle mimics the shape of the logo- the shape of the rising sun and the shape of the traditional feather head piece.

The elongated bottle derives from the shape of Brazilian church steeples. The Rio Rum bottles are made to look historic and rustic.



label

A melding of feathers from the Carnival and the sunsets of Brazilian beaches. Each flavor will have the corresponding color of feathers on the bottle.

with love from Rio.