



# Bacardi enhance brand using e-paper

St Ives Digital Media Division was tasked by Bacardi to demonstrate enhanced brand engagement and ultimately, increased sales including a return on investment through retail outlets

## The objective

To develop a cost-effective, flexible shelf edge communication with minimal operation that can enhance brand engagement with the consumer and increase sales within competitive retail environment.

## The solution

Working closely with the client brand and creative team we created a 100 epaper display units and installed these across 35 stores to communicate Bacardi Breezer and Eristoff brands. Within the application, we built in a capability to change price enabling the retailer to react to market demand. The campaign was measured by the Bacardi team using pre-period data.

## The results

Results versus the two month pre-period, sales of Eristoff Vodka have increased by up to 79%. During the pre-period the product was on a stronger promotion. Bacardi- Breezer continued to gain category share from its competitors. The epaper campaign has returned its investment within the first two months and continues to be deployed.

## Customer comments

*'Using E-paper, St Ives Digital Media team developed an innovative solution to help our brands increase message engagement at the point of purchase. We're delighted with results to date and are now working with St Ives on new E-paper opportunities across our portfolio.'*

**Mark Glover - National Accounts Manager  
Bacardi Brown-Forman Brands**

*'The Bacardi and Eristoff campaigns have demonstrated clear sales and operational benefits. The technology requires little management whilst the price-change capability has allowed us to react quicker to market demand than traditional POS'*

**Andrea Carson - Marketing Manager  
Wineflair Stores**

