



CAS 835 Branding & Image Communication

Portfolio Assignment 1: Brand Comparison Analysis

A tale of two spiced rums: Sailor Jerry and Captain Morgan

Captain Morgan *Written Narrative and Product Images*

A pint of Captain Morgan comes in a plastic bottle with a single printed label on the front. It also has an embossed ship and the words Captain Morgan on the back. The front of the bottle is also embossed with crossing swords that have an “M” seal overtop, appearing as a wax seal would. It also has embossed the words “Rum Company”. The plastic makes the pint feel light in weight. The printed label includes the name “Captain Morgan”, a signature on the graphic reading “Henry Morgan”, the statement “produced by Captain Morgan Rum Company”. The label describes the rum with an emotional modifier followed by a descriptive modifier “Original Spiced Rum: premium Caribbean rum with spice and other natural flavors.” They use intricate, gothic fonts on the label giving it a classic and aged feeling. The label features a male-presenting, clean pirate. He wears a mischievous smile, knee up with his foot on a barrel of branded rum, one hand on the bent knee, and one hand on a sword, while his cape blows in the wind behind him. The logo is this picture with the gothic font spelling out Captain Morgan. Liquor is not required to list ingredients, but we get a vague sense from the bottle label of the use of spices and natural flavors. The price for a pint of Captain Morgan at a local beverage store was \$8.79. The label indicates the alcohol by volume (ABV) is 35% making it 70-proof.



Sailor Jerry Written Narrative and Product Images



A pint of Sailor Jerry comes in a glass bottle with a printed label on the front and one on the back. The glass is not embossed on the pint-size bottle. The glass makes the pint feel solid and heavy. The printed label includes the name “The Original Sailor Jerry Spiced Rum” with 92-proof spelled out directly below the name. Underneath this is a description of the flavor, “rum with natural flavors and caramel color added.” All of this appears in white font on a black circle. The circle is outlined with another circle appearing like a rope. Although the logo “Sailor Jerry” is in a stylized font, all other fonts on the packaging looks very crisp and clear by using mostly sans serif fonts. Below the black circle content, it reads “crafted in honor of Norman “Sailor Jerry” Collins’ father of the old-school tattoo 1911-1973”. There is a large graphic on the front like an old pin-up tattoo, a woman wearing traditional Hawaiian lei, grass skirt, and ankle adornment; she’s also holding a ukulele and appears caught in the motion of dancing while playing. There is also a landscape design showing water, palms, and volcanic islands.

The back label has a picture of Norman “Sailor Jerry” Collins with a pipe in his mouth and actively tattooing another person. This photo is surrounded by tattoo-inspired drawings of birds appearing like a memorial pamphlet. Below his name reads, “made the old-school way. 92 Proof. Bold and smooth as hell.” There is also a drink responsibly slogan calling tribute to Collins, “Respect his legacy. Drink Sailor Jerry responsibly.” You can only just see the back of the front label through the bottle, it shows what appears to be a dog in the same tattoo-style drawing. Each bottle label of Sailor Jerry’s has a different back label image that can be peeled off and preserved for collection. The price for a pint of Sailor Jerry at a local beverage store was \$8.99. The front and back label both indicate it is 90-proof, making in 45% alcohol by volume.



Assignment Questions

- What type of product is it-search, experience or credence? Explain.**
Spiced rum is an experience good. Although there are many similarities in how one could assess a bottle of rum without trying it, ultimately the product is more about the experience of tasting and smelling it. You can only use this once you have made a purchase and are able to experience it with one's senses. Some brand elements can certainly be judged before having tried a certain brand of alcohol but typically a person returns to a beverage brand after tasting it.
- Complete tables below. Refer to Chapter 2 to be sure that you correctly classify benefits and attributes. For the POPs and PODs provide enough description so that it is understandable as to WHY these are POPs or PODs.**

What are 5 -6 brand <i>attributes</i> for:	
Brand 1: Sailor Jerry	Brand 2: Captain Morgan
Sailor Jerry's uses tattoo imagery to represent its spiced rum.	Captain Morgan uses a pirate design to represent its spiced rum.
The logo is a simple text with tattoo script elements of the name "Sailor Jerry". 	The logo usually is accompanied by an image of a pirate and the name "Captain Morgan".  Captain Morgan
The rum is made with natural flavors and caramel color.	The rum is made with spice and natural flavors.
The rum has a dark, rich caramel color known for spiced rums.	The rum has a rich caramel color known for spiced rums.
Sailor Jerry's has 46% ABV and is 92 Proof.	Captain Morgan has 35% ABV and is 70 Proof
The back of the front label has an image of one of Sailor Jerry's popular tattoos.	The plastic bottle is embossed with the brand name and imagery.
The Sailor Jerry pint bottle is glass.	The Captain Morgan Bottle is plastic.
The story of Norman "Sailor Jerry" Collins is included on both the front and back labels.	The signature of Henry Morgan appears near the iconic pirate symbol on the bottle, this is the real-life inspiration for Captain Morgan.
A pint of Sailor Jerry's costs \$8.99.	A pint of Captain Morgan's costs \$8.79.
Sailor Jerry's smells of vanilla.	Captain Morgan smells of sweet vanilla.
This rum is much sharper with the higher ABV, with strong vanilla and a hint of nutmeg.	This rum has a caramel vanilla flavor with a flash of menthol and pepper spice at the finish.
Has a written slogan on the bottle, "Made the Old-School Way. 92 Proof. Bold and Smooth as Hell."	

What are at least 3-4 brand <i>benefits</i> for:	
Brand 1: Sailor Jerry	Brand 2: Captain Morgan
The higher ABV for a similar price may be attractive to consumers who value a higher concentration of alcohol and the distinct taste when mixed into a cocktail.	The lower ABV makes this rum more palatable to consumers looking for alcohol that mixes well without the bite of higher ABV.
The brand's namesake and tattoo themes invoke a sense of authenticity of being a real sailor where the consumer can connect with the real person behind the brand.	The pirate theme and caricature of Captain Morgan with his mischievous smile invoke a sense of play and adventure where the consumer will have the impression that they will have a good time using this product.
The varying tattoo graphic on the back of the label is a way the consumer can explore classic sailor tattoo designs and connect with the brand.	The plastic bottle is safer and less likely to be broken by the consumer.

What are at least 3-4 points of parity for these brands? Provide enough information that it's clear what you mean. (Imagery)	
Brand 1: Sailor Jerry	Brand 2: Captain Morgan
Sailor Jerry's shares category points of parity with many of its competitors. It has a rich caramel color you can see through the bottles and uses "natural flavors" common in spiced rums as indicated on the label.	Captain Morgan's shares category points of parity with many of its competitors. It has a rich caramel color that can be seen through the bottle and uses "spices and natural flavors" common in spiced rums as indicated on the label.
Sailor Jerry's is a similar price to its main competitors in the same product category as seen on the price tag.	Captain Morgan's is a similar price to its main competitors in the same product category as seen on the price tag.
It uses tropical brand elements (sailors and palm trees shown in the label graphics) that are popular in spiced rum branding.	It uses tropical brand elements (pirates and ships shown in the label graphics) that are popular in spiced rum branding.

What are at least 2-3 points of difference for these brands? Provide enough information that it's clear what you mean. (Performance)	
Brand 1: Sailor Jerry	Brand 2: Captain Morgan
Sailor Jerry's has one of the higher ABVs in its product category but also remains more affordable than some of the other higher ABV dark, spiced rum brands. This would appeal to those who are looking for a stronger more rugged beverage.	Captain Morgan's lower ABV is more approachable in flavor when mixed in cocktails like the classic "Rum and Coke". When mixed, the lower ABV takes out the bite, but the spice character remains. This makes for a crowd-pleaser beverage for those looking for something milder but with the promise of good times.
Sailor Jerry's has positioned itself as the rum that is "Made the Old-School Way. 92 Proof. Bold and Smooth as Hell." This motto with the classic	Captain Morgan has positioned itself as the ubiquitous, good time, jolly roger rum. The brand uses more of a caricature approach of the fun rum

sailor tattoo designs honoring Norman Collins (prominent tattoo artist and navy veteran) has built a reputation of authenticity, ruggedness, and style. The graphic elements including font choices have a more modern style appeal.	that will take you on a playful adventure. You can find Captain Morgan in nearly every establishment serving liquor.
Sailor Jerry's adds the detail of the varying tattoo design included, somewhat hidden, on the back of the front label. The label is made to be easy to peel with limited to no damage to the paper. This fun attribute provides a means for consumers to collect and display Sailor Jerry's art, bringing them closer to the man behind the name.	

3. In your opinion, to what extent are these PODs for each brand desirable (from a consumer perspective), deliverable (feasible & communicable-from a company perspective), distinctive and superior? Address all these criteria in your response.

Sailor Jerry's is desirable to the consumer who wants to engage in the culture of Sailor Jerry's. The brand positioned itself on authenticity, ruggedness, and style which can be attractive to consumer markets that see themselves in the brand. This is deliverable from the company as the higher ABV packs a punch of the ruggedness of Norman Collins, Sailor Jerry's namesake. It also delivers authenticity using Norman Collins' artwork in the graphics of the labels. The authenticity of centering the brand around a real person helps make it distinctive. The classic design elements and artwork also make it superior to its competitors when it comes to storytelling and style.

Captain Morgan is an incredibly desirable brand for mainstream consumers as it is ubiquitous in the market and can be found in local shops and liquor establishments. Captain Morgan has been around for a long time, and it's proven its ability to deliver a quality product to the masses that people consume and enjoy it. As a long-running brand and product, the company's pirate life brand themes have always offered a playful and memorable experience distinctive in its product category. Its label reads "premium Caribbean rum" distinguishing itself as a superior product.

4. Discuss which brand you think has done a better job of differentiating itself and explain why. If you believe these brands are equal in their differentiating ability, then explain why.

Sailor Jerry's has done the best at differentiating itself from others in its market category in today's market. Many people are seeking local, craft, or unique beverage options when historically, generalized, and mass-produced brands have held dominance. Sailor Jerry's has provided consumers with a brand that provides unique varying imagery of Norman Collins' tattoo designs. It also has captured in its brand the story of a well-known, Hawaiian-based, tattoo artist/navy veteran. He's the guy you hope to meet at the bar while you're sipping on a Sailor Jerry's. The brand uses caramel coloring to make it appear slightly darker and richer than its competitor, Captain Morgan. Adding the collectible tattoo art to the back of the label and having the consideration to make the labels easily removable for collectors added a product augmentation that Captain Morgan and many other spiced rum brands don't offer.