



## CAS 835 Branding & Image Communication

### Portfolio Assignment 2: Integrated Marketing Communication Analysis

## Part 1: Brief Overview of Spiced Rum Marketing Communication

### ADVERTISEMENT AND PROMOTION

#### *Captain Morgan's Point of Purchase Display*

Captain Morgan Rum had a prominent display in one of the main loop aisles of Total Wine & More on 28<sup>th</sup> Street in Grand Rapids, Michigan. It was located directly in front of the rum aisle. The display was substantial in size, approximately thirty square feet. It also had a custom metal display rack made of metal bears a message on the signage that it is good for Michiganders, "Great Drinks. Great Lakes" appealing to the local community. The signage also lists the calories, sugar content, and that it is gluten-free for those making choices based on these factors. Customers can interact with the display using the QR code to link to their cocktails recipe page on its website. The display also shows the price as \$27.99 and describes the flavor as "flavored, spice, caramel, balanced".



### *Sailor Jerry's Point of Purchase Display*

Sailor Jerry Rum had a small display to the side of one of the center aisle displays of Total Wine & More on 28<sup>th</sup> Street in Grand Rapids, Michigan. It was located near the whiskey aisle, sending a message that it is a good alternative for whiskey. The display was small and made of the boxes the product is shipped in. The boxes are decorated with similar brand elements on the bottle, imagery of classic tattoos, and tropical landscapes. It also bears the tagline “crafted in honor of Norman ‘Sailor Jerry’ Collins father of the old school tattoo.” The boxes also show the content that’s printed on the label which 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.” The display also shows the price as \$26.99 and describes the flavor as “rich, vanilla, clove, cinnamon, complex”.



## INTERACTIVE MARKETING

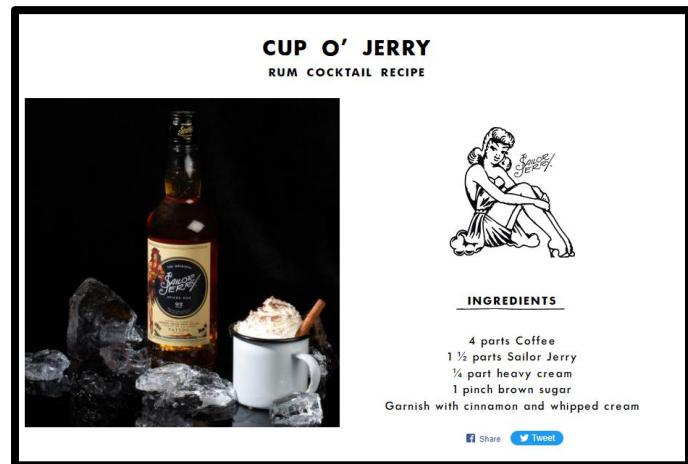
### *Sailor Jerry's Social and Web*

Each month, Sailor Jerry engages customers on its website and social media with its cocktail of the month. Here the brand used interactive video media on Facebook to show off its February cocktail, the Cup o' Jerry. The 6-second video opens with a bottle of Jerry's encased in ice and luau music playing in the background as six pairs of tattoo arms appear in the shot attempting to melt the ice by chiseling it, blow drying it, and heating it with a match and lighter. A slide saying “five days later...” appears with classic sailor tattoo etchings in the background. Then, we see a Sailor Jerry bottle, logo, and a steaming mug topped with whipped cream. The content posted along with the media includes the ingredients to the cocktail recipe. The recipe page on

the website shares the image of the final shot of the video and lists the ingredients below a classic sailor tattoo design. The recipe webpage is also linked on the homepage.

The messages in this campaign show imagery of predominantly white, tattooed people drinking Sailor Jerry's as it attempts to show people that the target market admires and respects. The message also provides imagery that it is appropriate to drink Sailor Jerry's in the winter.

- [Cup o' Jerry Facebook Post](#)
- [Cup o' Jerry Webpage](#)



### *Captain Morgan's Social and Web*

In the next section, Captain Morgan's sponsorship of the National Football League (NFL) will be discussed. The interactive marketing of their social media helps to support this message that Captain Morgan is the rum of the NFL.

The message shows diverse people, albeit all young, drinking Captain Morgan while celebrating a win at football. There is football imagery in the photo, showing one person holding a football and classic game-day snacks accompanying the Captain Morgan bottle. Similarly, the content engages football fans by encouraging them to share Captain Morgan with friends when watching together because it would put them in favor with the group.





## EVENTS AND EXPERIENCES

### *Captain Morgan's Superbowl Sponsorship*

Captain Morgan has a multi-year contract as the sole spiced-rum sponsor of the NFL. The sponsorship brings a message that those who like football will like Captain Morgan. It also provides an opportunity for a strong integrated marketing campaign in the diverse market reached through the NFL. The message of the [punchbowl sweepstakes Facebook](#) post gives consumers a chance to win an experience in the form of a punch bowl.



### *Sailor Jerry Podcast*

[Sailor Jerry began a podcast](#) near the end of 2020, likely in response to the pandemic's limitation on trade promotions at events, conferences, and other sampling promotional opportunities. Through this communication option, Sailor Jerry's continues to work on its imagery, broadcasting its association with musicians, tattooists, and other artists.



## Part 2: Analysis of Spiced Rum Marketing Communication

Brand Equity	Sailor Jerry	Captain Morgan
Creating awareness of the brand	As a newer rum brand, Sailor Jerry (SJ) has risen to the sixth-highest selling rum in the United States. SJ uses strong imagery to market to a target audience and uses it across communication channels with an emphasis on new digital media. SJ uses partnership promotions. Through its podcast and social campaigns, it highlights cult-classic artists and musicians that would attract the attention of its target market. SJ has strong brand awareness amongst its target market but it's not as strong with the general population.	Captain Morgan (CM) has been in the rum game since 1944 and has positioned itself as a household brand. It does this through its complex and ubiquitous integrated marketing communications. Using slotting allowances, sponsorship, promotions, television ads, and so much more, it makes itself present across a wide range of audiences. Not only has its long-established marketing history developed brand awareness, but the company also has strong brand recall as well.
Linking points of parity and points of difference associations to brand in consumers' memory	SJ's points of parity with the product category are its competitive price point, color, flavors, and tropical brand elements. A point of difference is that it has the higher alcohol by volume that some of the higher cost rums have without the increase in cost. It also offers a product line of merchandise to support the brand, including sweatshirts, hats, and more. It's positioned itself as a brand for those that admire authenticity, ruggedness, and style.	CM's points of parity with the product category are also its competitive price point, color, flavors, and tropical brand elements. Its points of difference include the advanced integrated marketing communication strategy employed. The brand has also positioned itself as the spiced rum for everyone through its imagery and choice of marketing tactics.
Eliciting positive brand judgments and/or feelings	SJ's brand quality and credibility could be demonstrated on rumratings.com's ratings and reviews. It rates as 6/10 with people describing it with mostly neutral language apart from its	CM's brand quality and credibility could be demonstrated in its popularity and omnipresence anywhere you can purchase spirits. However, it rates 4.9/10 on rumratings.com's with people

	strong flavors. The strong marketing and brand elements give SJ strong brand consideration and superiority in the eyes of its target market.	describing it as a beginner's rum. The strong marketing and brand elements give CM strong brand consideration with the general population.
Facilitating a stronger consumer-brand connection and brand resonance	SJ is very adept at building strong consumer brand connections and resonance. Its focus on attracting people through its tattoo designs and rugged persona has created its cult following. Its Instagram posts regularly get over 1,000 likes and many comments, likely due to its following of more than 208,000 people.	CM has a stronger brand recall than it does brand loyalty. Its Instagram posts often have less than 100 likes and limited comment engagement from followers, partially because of its limited following on this platform at only 5,500 followers. Although considered a universal rum option by many, it does not position itself to have as strong of brand loyalty as the rums that focus on more targeted audiences.

### Part 3: Evaluation of Integrated Marketing Communications

Evaluation Criteria	Sailor Jerry	Captain Morgan
Coverage	SJ does well to reach its target audience through its IMC strategy. Through its partnership to highlight musicians and other artists on its digital channels, it identifies like-minded brands and personalities that come along with potential customers. Similarly, its strategic positioning of displays near whisky helps to draw customers that tend to be attracted to bolder, more rugged beverages.	CM is good at reaching the masses and holding the third position in worldwide rum brand sales, which shows its IMC is fairly effective. Sponsoring the NFL reinforces its relevance in America. The brand is also confident in its brand recognition and recall, by investing in slotting allowances that are robust and eye-catching that lends to strengthen its brand consideration.
Contribution	SJ often uses storytelling and imagery to lead its marketing and this is relevant to its contribution. A recent Instagram video highlighted a woman-owned tattoo shop, talking about the	With most of CM's media spend being in broadcast advertisement, it's difficult to gauge its impact apart from its obvious success in sales. Its social marketing is stronger on Facebook than

	history of tattoos in celebration of Women's History Month. The video uses SJ imagery to invoke stylish and bold brand associations. The post resulted in thousands of likes and dozens of comments. These tactics build its brand awareness and enhance the company's image.	Instagram but doesn't appear to elicit the intended responses. One of its larger promotions of the customized Super Bowl punch bowl sweepstakes seemed to fall flat with the Facebook post only shared 22 times with the majority of the comments asking for specialty flavors to return or complaints about the promotion.
Commonality	SJ does well to create commonality across its digital platforms and print materials. The logo, tattoo designs, tropical themes, and connection to the traditional roots of the body art. The brand's imagery is stylish and consistent.	CM ties many of its brand elements together but there are more obvious gaps in the consistency between its digital platforms. It brings the red elements into its marketing and similar fonts but fails to tie it all together.
Complementarity	SJ uses the same messages on almost all of its digital and print content, so it doesn't consider complementarity in its approach. This makes the brand susceptible to losing opportunities to build brand awareness and brand associations due to the limited capacity for message reception.	CM uses the same taglines (Bring on the Spice and Drink Responsibly) and retrieval cues (brand colors, fonts, and imagery) across its media mix. This included similar imagery in-store, with the custom red display case. One difference is that the in-store advertisement drew attention to it being gluten-free and low calories while their digital content features more suggested use and imagery of people having fun.
Conformability	SJ uses the multiple information provision strategy. The brand uses many brand elements at a time in much of its marketing content. This can be overwhelming and difficult for consumers to form brand awareness and associations. It also only appeals to the primary target audience without breaking into broader territories.	CM takes more of a broad information provision strategy. The content they have varies by approach and is typically ambiguous enough to apply to a wide audience. The Facebook post shows a diverse group of friends enjoying Sailor Jerry and watching a game. This could apply to anyone who enjoys gathering with friends.

Cost	The parent company William Grant & Sons, Inc.'s 2020 estimated media spend was \$2,220,037 according to Winmo. SJ's brand profile did not reveal the spending by media mix.	According to the brand's Winmo profile, CM spent \$15,523,806 in 2021, 15% of which was designated towards digital display, 1% towards print, and the bulk being spent on broadcast advertisement. This media mix is a pivot from 2019 where the brand invested 99% in broadcast alone.
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