

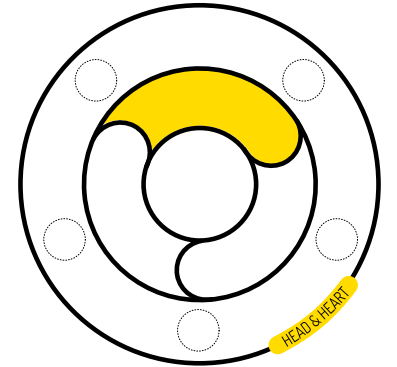


bacan

BENCHMARK + BRAND WITH A SOUL

attributes and benefits

Feelings / emotions and positive functionalities that the brand delivers to its audiences.



1 COLOMBIAN ROOTS
 We want to share Colombia through a drink of Guaro. Tradition and happiness. "SHOW THE SIDE THAT REALLY MATTERS".



luxury tradition

"WE ARE NOT TEQUILA WE ARE GUARO"

COLOMBIAN FLAVOUR

2 ARTISAN QUALITY
 Hand crafted product. Agriculture origin (sugar cane fields). "MADE IN COLOMBIA."

3 EXPERIENCE AND RITUAL
 Step out of the stereotypical idea about guaro. Break paradigms and create new meanings:

- Unique flavor (smooth).
- New consuming moments.
- Complete experience and ritual to consume guaro.

4 PREMIUM - LUXURY
 Limited edition sensation- Aspirational / Reputation.

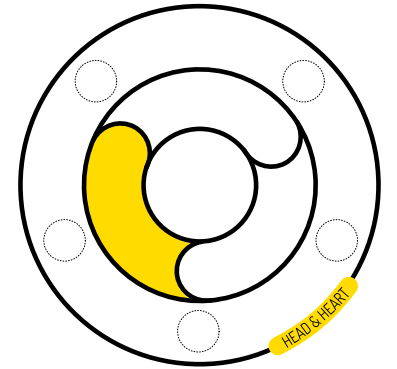
5 SOCIAL IMPACT
 Commitment to the Colombian agriculture and land.

6 LIFESTYLE
 We create connections for identify ourselves and live unique moments. Share the most important moments.



personality

Personality traits that characterize the brand.



happy

SOCIAL, SHARE,
COLORS, COLOMBIA

premium

LUXURY - "CLASSY"
ASPIRATIONAL

unique

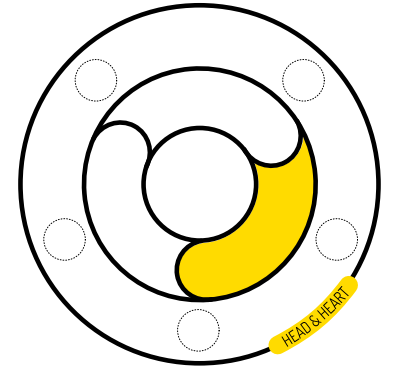
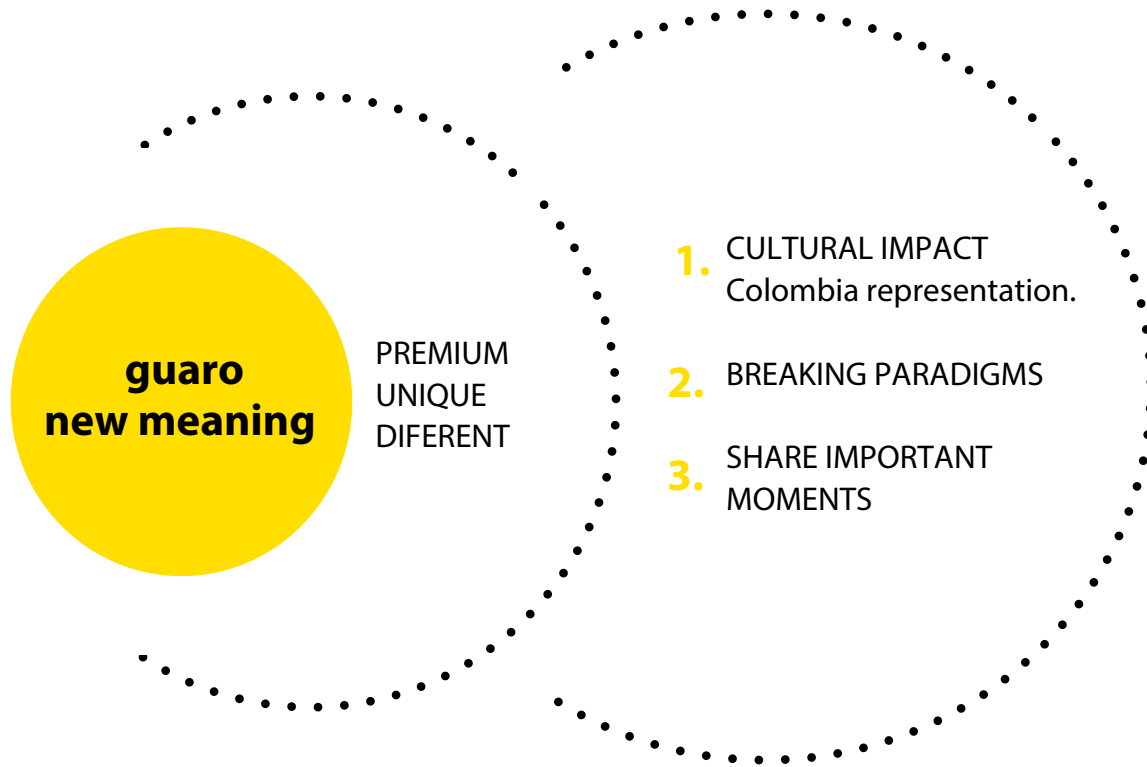
SET THE DIFFERENCE
STEP OUT OF THE
STEREOTYPICAL IDEA ABOUT
GUARO

tradition "THE NEW OLD WAYS"

legacy CULTURAL IMPACT
BRAND REFERENCE
LEAVES A MARK

difference

What makes us unique.



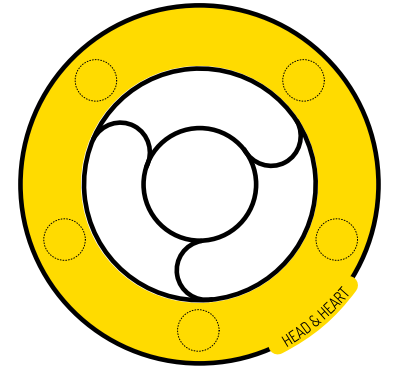
Everyday we work to be

exceptional



values

What we believe and define us as a brand, something that is non-negotiable.



1

TRADITION

NEVER FORGET THE
ROOTS THE BRAND
WANTS TO STANDS FOR

3

QUALITY

THE ORIGIN OF
EVERYTHING.

5

MONEY WITH PURPOSE

COMMITMENT WITH
COLOMBIAN AGRICULTURE

2

LUXURY

NEVER GIVE UP BEING
LUXURY FOR BEING
MARKET COMPETITIVE.

4

CONSISTENCY

NEVER BELOW.

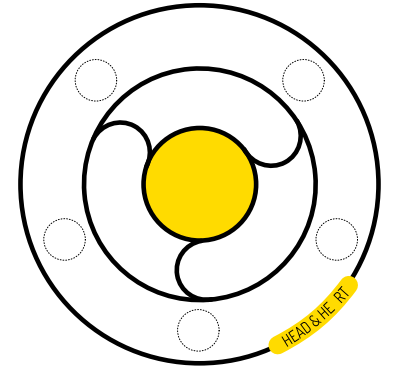
6

**THE TRUTH WILL
BE ALWAYS THE
MOST IMPORTANT**



brand essence

Reason to be.
The heart of the brand: why we do what we do.



¡WE ARE NOT TEQUILA WE ARE GUARO!

Colombian Luxury

Magical tradition

Colombian realism

CHEERS!

Because behind each bottle there is an experience to tell and a moment to share.

UNMATCHED TASTE

TRADITION THAT IS SHARED

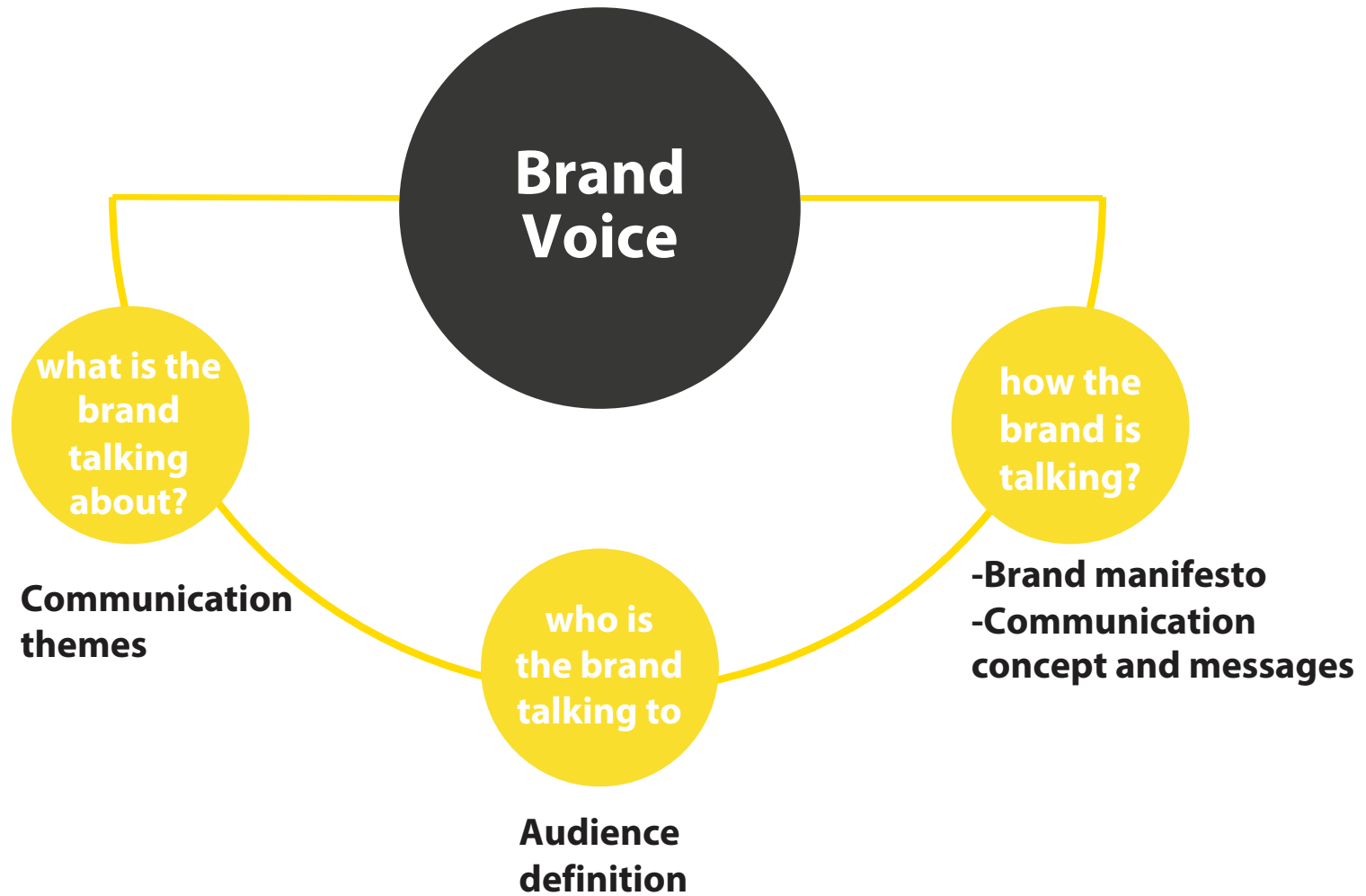


bacan

COMMUNICATION STRATEGY



THE COMMUNICATION STRATEGY IS THE WAY WE BRING OUR BRAND TO LIFE ALLOWING US TO HAVE A HUMAN DIALOGUE WITH OUR AUDIENCES. IT IS A WAY TO SHOW WHO WE ARE, WHAT WE DO AND WHY WE ARE IMPORTANT TO THEM.





1

**who is the brand
talking to?**

1. who is the brand talking to?

Audience. Who is hearing my message?

FOR BACAN 3 BIG AUDIENCES WERE DEFINED.

external
customer



**proud to
be latino**



**wants to
be latino**

internal
customer



**Bacan
team**

1. who is the brand talking to?

Audience. Who is hearing my message?



proud to be latino

Who are they?

Latin living in US seeking to connect with their roots and Latino culture. Proud of their origin.

Within this group we have 3 profiles defined by their moment of consumption:

- 1. Students: parting with friends and family.
- 2. Entrepreneur: business and celebration moments.
- 3. Regular people: friends and family celebrations.

Objectives

POSITIONING

Bacan awareness as a connection with Latin culture, helping Colombia to be known through guaro.
Guaro new meaning: premium, unique and different.

LOYALTY

To be the first drink option for all moments of consumption: celebrations, business, parties, meetings with friends. Create rituals and new ways of drinking Guaro.

INSPIRE AND EDUCATE

Luxury tradition: taste of Colombia.
Educate about the process and the people behind Bacan: a traditional Colombian drink, handcrafted with raw materials from the Colombian countryside, by expert hands.

1. who is the brand talking to?

Audience. Who is hearing my message?



**wants to
be latino**

Who are they?

Americans and foreigners living in United States who like to try new things. Drawn to different cultures. "Exotic and authentic." Current tequila consumers.

Within this group we have 3 profiles defined by their moment of consumption:

- 1. Students: partying with friends and family.
- 2. Entrepreneur: business and celebration moments.
- 3. Regular people: friends and family celebrations.

Objectives

POSITIONING

Bacan awareness as a connection with Latin culture, helping Colombia to be known through guaro.
Guaro new meaning: premium, unique and different.
"We are not tequila, we are guaro."

LOYALTY

Replace tequila as the drink option for all consumption moments: celebrations, business, parties, meetings with friends.
Create Rituals and new ways of consuming guaro.

INSPIRE AND EDUCATE

Luxury tradition: taste of Colombia.
Educate about the process and the people behind Bacan: a traditional Colombian drink, handcrafted with raw materials from the Colombian countryside, by expert hands.

1. who is the brand talking to?

Audience. Who is hearing my message?



**Bacan
Team**

Who are they?

- **internal team**
young and dynamic people who want to make a contribution to society, a team that builds, where there are no egos.
- **farmers**
Colombian peasants, sugar cane farmers. Traditional work and know how. Proud of their land and work.
- **strategic allies**
Restaurant, bars and liquor store owners.

Objectives

LOYALTY

Internal customer loyalty.
Create a team and family relationship.
Understanding and living the company's spirit: do things differently and contribute to society.

BRAND AMBASSADORS.

INSPIRE AND EDUCATE

Inspire them to grow and keep learning.
Constant training, motivate them to do things better.
Inspire them to create new things and improve their own areas and work.
Educate about the process and the people behind Bacan: a traditional Colombian drink, handcrafted with raw materials from the Colombian countryside, by expert hands.

2

**what is the brand
talking about?**



what is the brand talking about?

Inspire to transform.

A BRAND IS A GREAT STORY. FIRST WE HAVE TO **DISCOVER IT** TO TELL IT.

Through the communication strategy we give life to our brand. It is how we express the why and brand attributes. It is the way we create a human dialogue with our audiences.

We communicate who we are, what we do, and why we matter to your world.

Defining messages we want to deliver to our audiences.



what is the brand talking about?

Cross communication message.

**brand
essence**

**A MODERN TASTE
OF COLOMBIA**

COLOMBIA'S LUXURY



what is the brand talking about?

Communication topics.

- 1 Colombian roots**

Share a piece of Colombia with a guaro drink.
Tradition and happiness.
"SHOW THE SIDE THAT REALLY MATTERS."
Traditional and hand crafted product. Agriculture origin.
Colombia (sugar cane fields).
"MADE IN COLOMBIA"
- 2 Guaro new meaning**

EXPERIENCE AND RITUAL
Step out of the stereotypical idea about guaro.
Break paradigms and create new meanings:

 - Unique flavor (smooth).
 - New consuming moments.
 - Complete experience and ritual to consume guaro.
- 3 Social impact**

BACAN ACADEMY
Vocational farmers school (Cali, Colombia).
Add value to the team and to people from our production process.

when

Versatility and adaptation to change.

THE IMPORTANCE OF THE RIGHT COMMUNICATION MOMENT.

emotional



level 1

ATTRACTION

First impression. Messages that generate an immediate connection with the audience and an intention to learn more.

level 2

CONQUEST

These messages must generate interest to the audience, the content is deepened to create a stronger emotional bond.

level 3

"IN LOVE"

Loyalty messages in which the content must be broader, allowing the audience to get to know Bacan in depth and to create a relationship.

technical

where

Depending on the audience,
we can focus on making
specific applications.

BRAND'S SYSTEM.

