

Bacardi Campaign Case Study

7th November 2025- 5th January 2026

ABOUT THE BRAND

Founded in 1862, Bacardi is one of the world's largest privately held spirits companies, known for pioneering premium rum and shaping global cocktail culture.

With a legacy rooted in craftsmanship and innovation, Bacardi has grown from a single distillery in Cuba to a global portfolio of iconic brands across rum, vodka, gin, tequila, and whisky.

Today, Bacardi stands for:

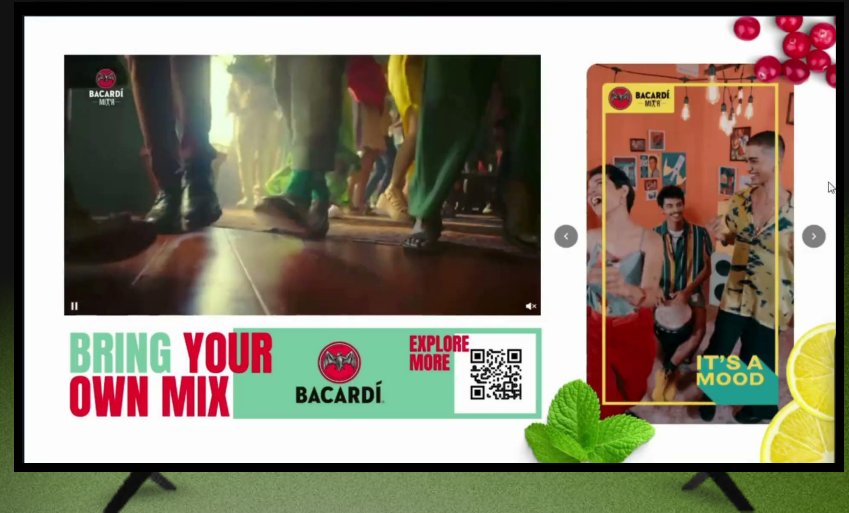
- **Heritage & authenticity** backed by over 160 years of expertise
- **Cultural relevance** through music, nightlife, and experiences
- **Innovation in mixology** driving modern drinking trends

Operating in over 170 markets, Bacardi continues to bring people together through memorable moments and bold, expressive spirits.

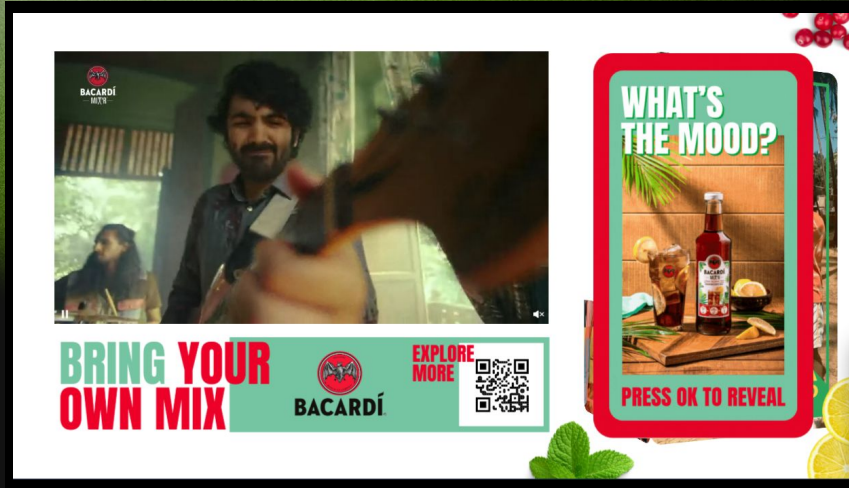
OUR SOLUTION

By leveraging a **video-first CTV experience combined with an interactive carousel format**, we brought Bacardi Mixers' vibrant and expressive brand world to life, encouraging users to "Bring Your Own Mix" and engage with the brand in a more immersive way.

The campaign integrated a **high-impact video creative** to capture attention and set the mood, followed by a **carousel-led exploration journey**, enabling users to interact with multiple facets of the brand in a seamless and intuitive manner. This approach ensured both **strong storytelling and deeper user engagement within a single experience**.

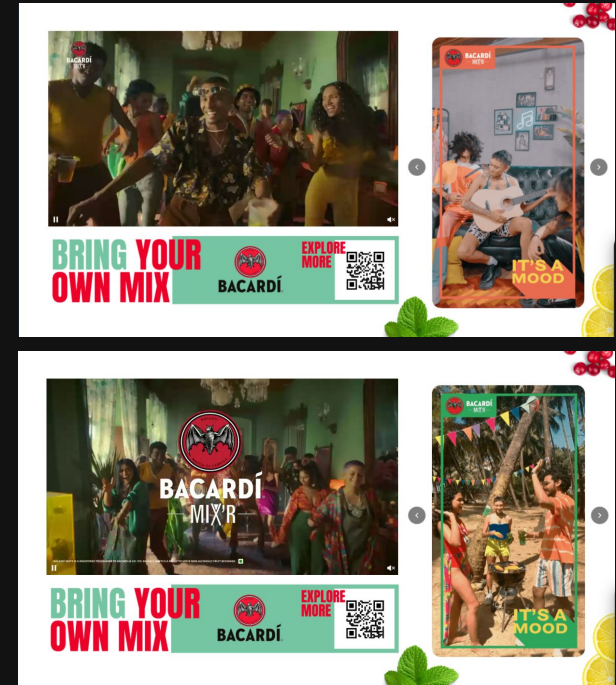


INTERACTIONS

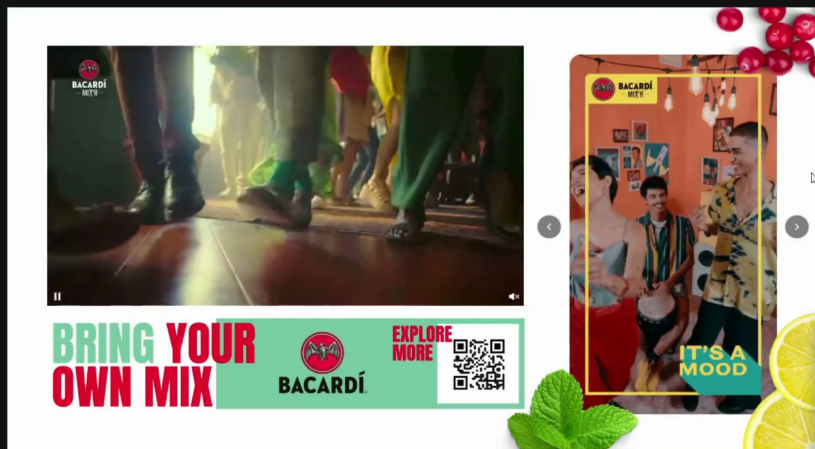


90322
Interaction

2.87%
Interaction



INTERACTIVE CREATIVE OVERVIEW



3.1 MILLION+
HOUSEHOLD IMPRESSIONS

91.62%

COMPLETION RATE

2.87%

INTERACTION Rate

1.0 Mn+

UNIQUE HOUSEHOLD REACH

RESULTS

The campaign delivered 3.1 mn **impressions**, driving strong visibility across key regions. **Maharashtra led the contribution with 29.66% of total impressions**, followed by **Uttar Pradesh (21.55%)** and **Delhi (20.76%)**, indicating strong performance in high-density markets.

Southern regions also showed solid traction with **Karnataka contributing 14.31%**, while **West Bengal (5.88%)**, **Haryana (5.09%)**, and **Odisha (2.68%)** added to the overall reach.

The distribution highlights a **balanced yet metro-skewed delivery**, ensuring maximum exposure in high-value regions while maintaining presence across emerging markets.

PLATFORMS



Huella Services Pvt. Ltd.

KEY TAKEAWAYS

High Engagement

Interactive CTV format delivered a **91.62% completion rate**, significantly higher than industry benchmarks, indicating strong viewer retention and content relevance.

Impressive Interactions

The campaign generated **90,322 interactions** with an **interaction rate of 2.87%**, reflecting steady engagement across users.

Broad Audience Reach

The campaign achieved a reach of **1001309 users** with **3147117 impressions delivered**, ensuring consistent visibility and scale.

Regions like Bengaluru and Kolkata showed excellent completion rates (87%+), highlighting the importance of regional targeting for higher engagement.



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