

CRUZAN RUM CRUZAN BUCKET LIST

Gather insights for localized remarketing

OBJECTIVE

Engage Cruzan rum lovers during the core Summer selling season and acquire new target insights to feed their CRM database.

SOLUTION

Playing off the popular rum bucket beach drink, participants could add location-specific activities to a virtual “summer bucket list” for a chance to win a VIP bucket list vacation to St. Croix. For crossing items off their list, and uploading photos of themselves completing their activities, participants earned additional sweepstakes entries.

