



## **BACARDI CONSOLIDATES GLOBAL CREATIVE, DIGITAL AND MEDIA RESPONSIBILITIES WITH BBDO WORLDWIDE & OMD WORLDWIDE**

Hamilton, Bermuda, April 15, 2015 – Bacardi, the largest privately held spirits company in the world, today announced that it is aligning all of its advertising, media and digital business for its major brands with BBDO Worldwide and OMD Worldwide, part of Omnicom Group, Inc. (NYSE: OMC). The Bacardi portfolio brands included are BACARDÍ® rum, MARTINI® vermouth and sparkling wines, BOMBAY SAPPHIRE® gin, DEWAR'S® Blended Scotch whisky, GREY GOOSE® vodka, WILLIAM LAWSON'S® Blended Scotch whisky, and CAZADORES® 100% blue agave tequila.

“Our goal is to be able to work better and to create closer alignment between our global and local market operations,” said Mike Dolan, CEO of Bacardi Limited. “To achieve this goal requires that we work with a global network that fits our unique culture, values and entrepreneurial spirit. Choosing BBDO and OMD Worldwide does both based on their proven ability to deliver against similar goals for other multinational clients. This new global partnership will be a great catalyst for achieving topline growth.”

Effective immediately, BBDO will be responsible for creative and strategic development of all advertising for the core Bacardi brands. OMD will lead planning and buying across all social, digital and media platforms, with a particular emphasis on innovative and cutting-edge ideas, rooted in data-driven insights, to reach millennial consumers.

“Bacardi has a wonderful portfolio of brands and a fast-acting leadership team with high ambitions. We are really excited to have been picked as its partner,” said Andrew Robertson, President and CEO of BBDO Worldwide.

“This partnership combines the key elements of great marketing – an amazing portfolio of brands, the best creative talent supporting them, and a media partner with the global imprint, influence and experience to deliver innovative and effective consumer engagement across all media channels,” said Mainardo de Nardis, CEO of OMD Worldwide.

### **About BBDO Worldwide**

BBDO's mantra is “The Work. The Work. The Work.” Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For nine years in a row, BBDO has been the most creative agency network in the world in *The Gunn Report* and for seven years, BBDO has also been ranked the most awarded agency network across all marketing communications in *The Directory Big Won*. In addition, BBDO has been named Network of the Year at Cannes five times and is currently ranked the world's most Effective Agency Network in the Global Effie Effectiveness Index and the best marketing agency network in the Warc 100 rankings – both for the second year in a row. BBDO has been chosen Agency of the Year multiple times by the leading industry trade publications. [www.bbdo.com](http://www.bbdo.com)

### **About OMD Worldwide**

OMD Worldwide is the leading global media communications agency, with more than 10,000 employees across 100 countries serving the world's high-profile brands. OMD provides a range of services globally including communications strategy, media planning and buying, digital execution, content creation, entertainment marketing, sponsorship and brand analytics.

Recognized for its global footprint, strategic integration and creative innovation, OMD has been named Most Creative Media Agency by *The Gunn Report* for an unprecedented nine consecutive times; *Adweek* Global Media Agency of the Year for 2008, 2009, 2011, 2013 and 2014; IPA 2014 Effectiveness network of the Year. OMD is currently ranked the world's most Effective Media Agency Network in the Global Effie Effectiveness Index. OMD Worldwide is a unit of Omnicom Media Group, the media services division of Omnicom Group Inc. [www.omd.com](http://www.omd.com)

### **About Bacardi Limited**

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, the world's best-selling and most-awarded rum, as well as the world's most-awarded spirit; GREY GOOSE® vodka, the world's leading super-premium vodka; DEWAR'S® Blended Scotch whisky, the world's most-awarded blended Scotch; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world's leading vermouth and the world's favorite Italian sparkling wines; CAZADORES® 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the United States; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

Founded more than 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

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