

PRN Gosling's Rum Turns Heads on the Mass. Pike
May 27 2005 11:52

WELLESLEY, Mass., May 27 /PRNewswire/ -- Commuters heading into Boston on the Massachusetts Turnpike this rainy week have been surprised by a daring billboard unveiled near Fenway Park.

The advertising agency for Gosling's Rum is introducing an extremely rare rum by drawing a comparison to the missing member of Boston's well-known Bulger family.

"Almost as hard to find as Whitey Bulger," says the billboard, which shows an expensive bottle of the "Gosling's Family Reserve Old Rum".

"Gosling's is based in Bermuda, and it's that country's biggest export, but here in the U.S. it's a fairly new brand," observed Glenn Kelley, president of Kelley & Company, the advertising agency that created the billboard.

"We are competing against brands with marketing budgets much larger than Gosling's, so we had to create advertising that would stand out. When we asked consumers to name other things that are very scarce, Whitey's name kept coming up, so we decided, just in Boston, we'd go with it," Kelley continued.

The billboard will be seen in that one location only through the month of June.

Gosling's has three products in its line: the flagship brand, Gosling's Bermuda Black Seal Rum, Gosling's Gold Bermuda Rum, and the Family Reserve Old Rum. Malcolm Gosling, the seventh generation of his family to run the family business moved to the U.S. last year to support the American launch of his family's award-winning rums.

SOURCE Kelley & Company

CONTACT:

Glenn Kelley, +1-781-239-8092, GCKelleyco@aol.com; or Sally Jackson +1-617- 247-1055, Jackson@Jackson-co.com, both for Gosling's Rum
-0- May/27/2005 14:52 GMT