

Mid-Ocean News



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HAMILTON, BERMUDA, MAY 5, 2006

VOL.86, NO.18, 24 PAGES, 75 CENTS

Gosling's steps on the gas to get new billboard message across

COMMUTERS heading out of Boston on the Southeast Expressway this first week of May will be surprised by yet another darling billboard to be unveiled this week.

Last year, a controversial outdoor billboard appeared on the Mass Pike near Fenway Park which read, "Almost As Hard To Find As Whitey Bulger" - a reference to the Massachusetts crimelord who has been on the run from law enforcement for more than a decade.

This time, Gosling's Rums of Bermuda is re-introducing its super-premium dark rum by drawing a comparison to the skyrocketing prices of gasoline across the United States.

"Almost As Hard To Find As Cheap Gas," warns the billboard, which shows a bottle of the company's unique dark rum called Gosling's Black Seal Bermuda Rum.

"Gosling's is based in Bermuda, where it's that country's biggest export, but here in the US, it's a fairly new

brand," explained Glenn Kelley, president of Kelley & Company & Etc., the advertising agency that created the billboard.

"We're competing against massive, ubiquitous brands with marketing budgets much larger than Gosling's so we have to create advertising that works harder.

"Fortunately, most spirit advertising is pretty 'blah'. Our strategy continues to be topical and semi-controversial so

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Almost as
Hard to
Find as
Cheap Gas.

Gosling's. For Seven Stubborn Generations.

A rum do for US commuters

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the billboards get noticed, get talked about.

"With Gosling's being a little more scarce than mass rums and gas prices reaching all-time highs, we decided to draw this subtle comparison," Mr. Kelley continued.

The billboard will be seen in this one high-density location only, through the month of June. It is part of a larger, key market buy with topical and controversial creative messages appearing throughout the summer in several major cities.

Gosling's offers three distinctive products in its line: the flagship brand, Gosling's Bermuda Black Seal Rum; a new Gosling's Gold Bermuda Rum; and the ultra special Family Reserve Old Rum.

Malcolm Gosling, the seventh generation of his family to run the business, recently relocated to the US to help support the North American launch of the award-winning rums.

Founded in 1806, Gosling's is the oldest business in Bermuda and is celebrating its 200th anniversary this year. Its appropriate advertising theme line: "For seven stubborn generations."