

**Gosling's**

#9 Dundonald St. Hamilton, HM 10 Bermuda

**Phone: +441 295-1123**

**Fax: +441 292-1775**

Brand: **GOSLING'S**

Advertiser: **Gosling's**

Agency: **Kelley & Company & Etc.**

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**For Christina (Email: [christinam@sales-fax.com](mailto:christinam@sales-fax.com)) of Ad-Fax Media Marketing; For the exclusive use of Ad-Fax Media Marketing.**

**INTERVIEW & NEWS**

**From the computer of Christina (Email: [christinam@sales-fax.com](mailto:christinam@sales-fax.com)) of Ad-Fax Media Marketing; For the exclusive use of Ad-Fax Media Marketing.**

Gosling's, the leading rum maker in Bermuda, unveiled a new billboard in Boston, Massachusetts this week. According to Glenn Kelley, President and CEO of AOR Kelley & Company & Etc., the new board is part of a larger branding campaign that supports Gosling's re-positioning in the U.S market, in addition to introducing two new products: Gosling's Gold Rum and Gosling's Old Rum. The campaign will primarily reach the east coast with a Mix of outdoor, local newspapers and national magazines, although states like California, Texas, Arizona and Colorado are also on the Advertiser's radar: "We want to try to support the markets where we're strong and, without losing focus, begin to build some of these other markets that are important to us," Kelley explains.

The Boston billboard, located on the Southeast Expressway through June, sums up the campaign's objective of positioning the brand as scarce in the U.S. with the copy, "Almost As Hard To Find As Cheap Gas." Gosling's has become known for billboards that draw attention with this theme, and Kelley says of the strategy, "It's about scarcity, turning a negative into a positive...people want what they can't have." A billboard in Boston last year, which appeared near Fenway Park, read "Almost As Hard To Find As Whitey Bulger" in a reference to the Boston mobster who tops the FBI's most wanted list. Explains Kelley, "We're doing it because we're trying to build awareness very quickly. We'll be running some of the "Cheap Gas" creative ideas in other key markets, and we have in development some fun, topical ideas." Most ads feature a bottle of Gosling's Black Seal, Old Rum, or Gold Rum, along with a mixed drink and the company tagline, "Gosling's. For Seven Stubborn Generations."

The exception to this, Kelley says, is a billboard that occupied Canal Street in New Orleans' French Quarter earlier this year. Prior to Hurricane Katrina, the Company had its typical brand messaging up: "Unavailable Almost Everywhere." However, after the board was destroyed in the hurricane, it was replaced by a simpler message, featuring an extremely close shot of an African-American smiling and ad copy that read, "The Most Important Thing Being Rebuilt Around Here." Says Kelley, "We convinced the client not to sign the ad, and ran this board for many months with no identification." Needless to say, the effort generated a great deal of positive response, he adds. In other recent news, Gosling's tapped two celebrity chefs, Tom Colicchio and Ming Tsai, to appear in its print campaign promoting the brand's Black Seal rum. Both Tsai and Colicchio feature Black Seal on not only their restaurants' drink lists, but also on their menus. Launched in April, the ads read, "Two of the World's Most Demanding Chefs Agree on One Rare Ingredient," and are running concurrently with executions celebrating 2006 as the Company's 200th anniversary. The Advertiser has also recently launched a line of sauces, preserves and cakes under the brand Gosling's Gourmet.

Gosling's is a staple in Bermuda. Family-owned and operated for seven generations, the Company is the oldest business house in Bermuda, and the largest exporter of a Bermuda-made product, according to its Web site. It is an essential ingredient in Bermuda's famous fish chowder dish, Kelley says, in addition to holding a trademark on the island's national drink, the Dark'N Stormy.