

CASE STUDY: PAMA LIQUEUR

Rebranding An Established Product

THE CHALLENGE:

Heaven Hill Distilleries launched PAMA Pomegranate Liqueur in 2005 just as the pomegranate craze started to build momentum. By 2010, pomegranate was no longer the “It” flavor and the brand’s sales started to slow. Bullfrog & Baum was retained to develop a program that would reposition the brand as an essential ingredient and modifier for every professional and home bartender regardless of flavor trends.

THE SOLUTION:

To change perception for this established brand, Bullfrog & Baum took the spotlight off the brand’s pomegranate character and transferred it to the liqueur’s functionality. B&B worked with the brand team to establish its point of distinction based in its unique flavor profile, and created a new brand language - identifying the liqueur as The Cure for the Common Cocktail, a brand platform that served as the foundation of the campaign.

To further authenticate the new branding, B&B enlisted a spokesperson who would garner the respect of both his peers in the bartending field and top-tier drinks media, as well as create an array of cocktails that showcased PAMA’s versatility. B&B then combined all these elements, including new agency-crafted brand marketing materials, into a relaunch event for both the trade and media where they could experience how PAMA is The Cure for the Common Cocktail through classic cocktails and “PAMA-fied” versions of the same recipes.

Following the New York relaunch, B&B forged a partnership with the U.S. Bartender’s Guild to create turnkey events where the brand spokesperson and his recipes could be presented to target-market audiences of bartenders.

THE RESULTS:

The Heaven Hill sales force saw immediate success in the marketplace in the form of a more receptive trade audience who were open to hearing about how PAMA would complement their existing stable of bar essentials. Utilizing their new marketing tools, the sales force has seen success breaking into new accounts where there had been resistance to overly trendy pomegranate cocktails. In addition, trade media have reported on the brand’s new strategy in all the major industry publications.

