1947–2027: introduce the Cold Pour

FIVE PLANNING WINDOWS / NOT COMMITMENTS

Q4 2026 · Define & clear / $150K–$250K

Rebaseline elapsed Q3 activity. Clear line names, labels, consumer comprehension, chalice specification, chilling equipment, supplier feasibility and pilot scope.

Q1 2027 · Pilot & learn / $200K–$350K

Bounded adult-guest trial in approved accounts: ice-cold chalice pour against a standard bottle serve. Train staff; measure preference, service time, hygiene, breakage and repeat intent.

Q2 2027 · Launch selectively / $600K–$1M

Only after Carib approval: trained-account draught and bottle chalice service for Heritage and Caribbean Gold, plus a matched 12oz can six-pack test. Proposed Miami / Southeast start.

Q3 2027 · Earn expansion / $400K–$800K

Reorder-led distribution and adult-audience Caribbean Week activity. Hold 12-packs and 19.2oz cans unless evidence supports them.

Q4 2027 → 2028 · Keep what works / $100K–$200K

Review performance; retire the 80 Years · 1947–2027 seal after 2027, move to the post-80th Caribbean Gold artwork and keep the chalice pour as the continuing serve if evidence supports it.

The phase ranges total $1.45–2.60M, excluding CapEx. They remain illustrative allocations, not Carib-approved figures or a vendor-costed budget. Historical $1M New Belgium and $40M Brahma examples differ in scale, scope and timing; they do not validate these allocations.

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GO-TO-MARKET / SPEND AND RELEASE CONTROLS



Campaign cover: pitch brand card. Concept reference only. Lettering and label details require approved artwork; supplied emblems are used as exact copies, never redrawn.

Distribution before reach

On-premise: approved-account chalice-pour trials, then trained service. Retail: shelf comprehension, co-packer feasibility, six-pack test, reorders. Distributors: account selection, staff training and performance reviews.

Brand and media

Trade demonstrations, account-owned content, contextual retail placements and age-screened paid media for adults 21+, measured through the digital demand-and-proof test. The pitch film, campaign page and brand card carry the official Heritage bottle and Caribbean Gold. Caribbean Week is a proposed activity, not a confirmed booking. Confirm local sampling, advertising and event rules.

Campaign value rule

Only attributable incremental volume, measured against an identical baseline, earns campaign value. Earned media value is reported for context and never counted as cash or enterprise value.

Spend and accountability

The phase ranges total $1.45–2.60M, excluding CapEx. They remain illustrative allocations, not Carib-approved figures or a vendor-costed budget. Historical $1M New Belgium and $40M Brahma examples differ in scale, scope and timing; they do not validate these allocations.

Release evidence

Label, supply, service training, inventory and measurement must be ready before paid reach. Assign accountable owners, targets and stop authority; no numerical targets are approved.

Research provenance

Carried forward from research checked 28 Oct 2026; not newly reverified. Broad margin, trade-spend and co-packer cost assumptions remain unverified.

New Belgium · historical launch benchmark · Brahma · historical national-launch benchmark

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DIGITAL DEMAND AND PROOF / INSIDE THE EXISTING $610K

The role

Digital demand and proof is the measured digital layer of the 80th campaign, not a second campaign. It re-cuts the existing $610K Digital & OOH track, so the $1.645M total does not change. Every flight points an adult drinker to a cold pour or a stocked shelf; every dollar is measured against matched control markets.

Flight	Quarter	Proposed use	$
Teaser · “Born in 1947”	Q1 2027	Social video $45K · Streaming audio $35K	$80K
Anniversary flight · CTV, mobile + OOH	Q2 2027–Q3 2027	Connected TV and online video $160K · Mobile and audio near venues and stockists $110K · Outdoor near pilot accounts $90K · Creative cut-downs $30K · Locator, QR and data tools $30K	$420K
“Here's to the Next 80” sustain	Q4 2027	Retargeting and gifting $75K · Geo-test readout and reporting $35K	$110K
Total Digital & OOH		Unchanged envelope; the $1.645M campaign total does not change	$610K

Find · Locate · Prove

Find: film cut-downs on connected TV and streaming aimed at adults who already buy imported lager. Locate: mobile and audio near pilot venues and stockists, a where-to-buy locator and QR table tents listing trained Cold Pour venues. Prove: the matched-market test below.

Test design

Treated markets: Miami–Ft. Lauderdale, Orlando–Daytona and Tampa–St. Petersburg, where the pilot accounts, Carnival and distributor focus already sit. Controls: Jacksonville and Atlanta (Charlotte and Houston spare). A 26-week pre-period fits a synthetic control; the 12-week flight is read weekly against distributor depletions in the War Room and MarketMix 2030.

Trade-off

Outdoor falls to about $90K. More billboard weight around Carnival would come out of connected TV, not out of the test. A proposed $220K-a-year Caribbean Gold digital programme from 2028 sits in the Caribbean Gold line budget, not the anniversary budget.

Compliance

Adults 21+ only: every placement meets the Beer Institute Advertising & Marketing Code standard of at least 73.8% adults of legal drinking age, checked before booking and audited afterwards. State tied-house rules limit brewer-paid advertising that names a retailer, and US location-data privacy law governs targeting near venues and shops; legal review precedes booking.

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DIGITAL HURDLE AND DECISION RULE

Spend	Extra cases to repay on 2027 margin	Attributable 2027 cases to add 2030 value
$420K anniversary digital flight	159,000	7,500
$610K whole Digital & OOH track	231,000	10,900
$220K a year, 2028 Caribbean Gold support	83,000	3,900

What the hurdle means

At $2.64 contribution per case ($22 net × 12%), margin alone can never repay digital at this scale. The real test is about 7,500 attributable extra 2027 cases from the anniversary flight, roughly 5% of the 150,000-case base, retained towards 2030. Shared-model defaults: 75% retention, 25% expansion, 12× EBITDA multiple, 10% discount rate. Planning hurdles, not forecasts.

Decision rule

Release the 2028 Caribbean Gold digital programme only if the Q3 2027 readout shows a clear positive lift in the treated markets against the controls and the annualised incremental cases meet the value hurdle. Otherwise hold at measurement-only spend.

Rhythm	Tools (examples)	Metric to act on	Action it triggers
Daily	Ad platforms and ad server (e.g. The Trade Desk, Google Campaign Manager 360, Meta)	Pacing; cost per locator visit by market; adult-audience share	Shift budget between markets weekly; pause any placement below 73.8% adults
Weekly	Distributor depletion data (e.g. VIP) and scan data (e.g. NielsenIQ, Circana)	Cases per account per week, treated vs control markets	Flag accounts for extra sampling or bartender training
Weekly	Where-to-buy tool (e.g. MikMak, Destini) and QR scans	Locator searches, directions and add-to-cart by market	Fix stock gaps with distributors before spending more
Quarterly	MarketMix 2030 geo-lift and the War Room	Incremental cases and lift against control	Go / hold decision for 2028 support

Vanity metrics

Impressions, views, follower counts, platform ROAS and earned media value may be reported for context but never drive a decision. EMV is never counted as cash or enterprise value.

Vendor names are examples, not purchase recommendations; Carib's agency and distributors confirm the stack. All figures are planning proposals, not approved Carib budgets.