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Global Campaigns

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RITMO Campaign

Since the pandemic, VSPT, a top twenty wine producers worldwide, has seen a rise in sparkling wine consumption. According to the DAf advertising agency, VSPT says that people have shifted their drinking of wine “from infrequent big-name celebrations to everyday occasions.” The goal of this campaign created by DAf is to build a strong brand image for VSPT that encapsulates the essence of Latin American culture, spirit, and festiveness. Under the Borgata style of wine, DAf agency “decided on the name RITMO (rhythm in Spanish) to speak to what the wine delivers to any occasion.” The campaign was designed to target younger consumers who are new to sparkling wine and seek a beverage that is suitable for everyday use. The campaign “sought to increase consumer engagement and brand recognition over time.” To achieve this, DAf developed a comprehensive branding strategy that included a unique bottle design with culturally inspired label artwork, color-coded packaging for the different variations, and a brand book to establish consistent visual codes. The campaign also emphasizes “Latin Pasión” and uses elements such as Spanglish in its tagline.

For this campaign, I believe that DAf took a glocal approach. The goal for RITMO is to create a global brand identity while keeping its Latin American roots. This enables it to appeal to international markets while maintaining authenticity. Also, the labels on the bottles were made using needle painting by a local Chilean artist. By incorporating Latin American art elements and

cultural motifs, RITMO creates an identity that can be appreciated by other Latin American countries while still being true to the origins of Chile. Since RITMO targets a younger audience, these are typically people who, today, are more appreciative of cultural diversity, which makes a glocal approach more effective than a global one. Compared to a purely global campaign, RITMO makes efforts to stay true to its country of origin. In contrast to a purely local campaign, the brand tries to be recognized across different cultures. The advertisement video, for example, was shot in Colombia. According to Cecilia Bottai Mondino, Global Marketing Director at Heineken, “Today, communication must be creative and visual rather than just product oriented.” Mondino is someone that can be trusted to listen to because Heineken is an example of a company that did a similar campaign with their “Open Your World” campaign where they maintained a global message of openness and adventure while featuring local celebrities and cultural references in these different markets. Companies such as Absolut Vodka and Johnnie Walker have done similar campaigns and RITMO’s strategy aligns with the successful trends used in this industry.

As far as the execution goes, DAF nailed it when it came to the launch video. To express the essence of RITMO, DAF “traveled to the walled, colonial city of Cartagena, Colombia to film scenes showing full expression of this sparkling wine as being perfect for casual get-togethers with friends.” The video contained vibrant scenes of people enjoying RITMO wine together in various social settings. There were also many representations of cultural elements and landscapes. The rhythm aspect was very apparent too with groovy music in the background and even some shots of friends partying together in front of a DJ while they sipped on a glass. At the end of the video, they have “Live the Latin Passion,” which reinforces their brand’s message. This is a reason RITMO can be a glocal campaign in that it incorporates Spanglish into that

catchline. This catchline helps appeal to both local and international audiences. Throughout the video, they had some standout key visuals to convey their message. They presented the bottle with a custom-designed monogram seal with the letters “R” and “O” to give the product a premium feel. RITMO was also developed intentionally for export markets with three varieties in rosé, brut and extra brut, made in Chile from Moscatel grapes. The focus on international markets also underscores the glocal campaign approach. For the label on the bottle, they used a 4-color process on cotton Suvee Sable paper, with over-embossing and a glossy, textured finish to show the texture of the embroidery. In the video of how the labels were made, local needlework artist Javiera Ballacey “explains how needle painting was used to illustrate the three RITMO bottle labels to communicate rhythm movement and elegance.” As I mentioned before, DAf also created a Brand Book. It was created to “establish visual codes for the brand and launch materials.”

The RITMO campaign created by DAf for VSPT displays a successful glocal marketing strategy. With the blending of Latin American elements with global appeal, the campaign culturally affects a diverse range of consumers. With a mix of different people in the ad, Spanglish in the catchline and catchy music highlight the spirited essence they are going for to resonate with an international audience. To be authentic and stand on its own, they brand it to be for everyday celebrations and they do that by emphasizing the ten-percent alcohol and low sugar content. The success of this campaign could pave the way for more glocal campaigns in the wine industry.

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