

# Malibu's Malibutique Distributed Close To 4,000 Samples Over 4 Days in Manchester

**Malibutique**  
**elastic**

## Customer

Pernod Ricard, Malibu (Elastic)

## Location

Manchester City Centre

## Industry

Food/Drink



## Background

- Malibu is the world's best-selling Caribbean rum with natural coconut flavour whose iconic white bottle and refreshing flavour are known around the world.
- The Malibutique was part of Malibu's summer campaign, which involved a large-scale TV campaign, limited edition bottle in all major stores, partnership with Heat and Grazia magazines and significant investment behind Facebook. Malibutique toured the UK as the ultimate dressing room and place to get ready for a summer night out.
- Experiential agency Elastic has worked with brands such as Jacobs Creek, Mumm and Barclays Wealth.

## Mission

- Position Malibu as a modern, aspirational brand amongst its new target audience.
- Promote Malibu's new 'Start your Summer in Style' campaign and reinforce Malibu's fashion credentials.
- Distribute 12,000 new refreshing summer cocktails.
- Take MalibuUK's Facebook fans beyond the 100k mark.

## Execution

- The Malibutique offered guests and their friends the opportunity to experience the latest fashion and beauty products whilst listening to the ultimate 'pre-party' soundtrack.
- Showcasing Malibu's new range of summer cocktails, the Malibutique brought together a collection of brand partners, including Nails Inc., Fake Bake and ghd, as well as on-trend summer style tips by Heat and Lipsy in the fashion closet.
- Toured across the country during the summer months, including 4 days in Manchester City Centre.

## Results

- Of all the locations, Manchester received the most positive feedback.
- 3,920 samples were distributed over the 4 days.
- Friday and Saturday were the most successful days with an average of 154 and 183 samples respectively distributed on average per hour.

*"The Malibutique was well received in all locations, but particularly Manchester. We were pleased with the number of visitors and the volume of samples distributed to our target market."*

*Booking the space through SpaceandPeople simplified the process for us as they took care of all the documentation required when booking a city centre location."*

Sarah Ramsey  
Senior Account Manager  
Elastic (agency for Pernod Ricard, Malibu)