

Martini pushes Grand Prix link

Bacardi Global Brands is embarking on a series of marketing initiatives to promote the involvement of its Martini brand with Grand Prix racing. Martini is set to be the official drinks sponsor of Formula One team Scuderia Ferrari. It is also embarking on an ad-funded TV series, entitled *Martini World Circuit*, and will partner with the Spanish, Italian, Monaco and San Marino Grand Prix. 23red, which has developed and managed this activity, is to create an integrated marketing strategy to support the programme and ensure consistent creative throughout.

