



COHIBA ATMOSPHERE

DIVERSIFICATION SERVICES





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01

COHIBA

Exclusiveness, Luxury and Success.

“Cohiba” means **exclusiveness** and **luxury**, the best in the world of the most select. Even though this is a relative young brand, it is already known as the **most elite** in the world of cigars, the brand for important occasions. Cohiba is unique and symbolizes status; the elite; distinction; and social, personal and professional success.



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The Concept

A place in which to share success.

Continuing the brand's line of communication –and, therefore, its position– we view **Cohiba Atmosphere** locales as exclusive places where the clients who prefer this brand in particular can enjoy it and share its success.

Platform for promoting diversification.

A **platform concept** could be created for transforming our line of services into a permanent diversification display, where the brand interacts with the consumer, a meeting point that reinforces the seduction and attraction that the brand generates.



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The Concept

Bar | Restaurant

We propose that a space be created in a **bar or restaurant** or a combination of the two.

A personality of its own

Within its competitive advantages, this space will have a **personality of its own** in all its configurations, thus distancing itself from any other, competitive statement.



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The Concept

Broadening horizons

Unquestionably, one of the **key elements** in the diversification strategy is **to broaden the base of our target public**, broadening our horizons. Therefore, we propose **to focus our attention on all who are attracted by the brand**, whether or not they are smokers, creating spaces, aiming services at and focusing on **non-smokers** who have expresses interest in **Cohiba Atmosphere**.



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Position

In line with the values and attributes of the Cohiba brand, from which the bases for the diversification and adaptation to the services sector have been developed, the **main goal** in the strategy for this space is to make visits to Cohiba Atmosphere shops a **unique experience**.

COHIBA Atmosphere

“The most exclusive environment to experience/share the Cohiba brand”



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Values

Luxury and sobriety

To protect the **brand**, all **protagonism** should be based on its main attributes, offering our target public an environment of great luxury in which **sophistication and good taste** prevail.

Emotions: earth, wood and leather

Enhance the **sensorial elements** by using top-quality materials. As a clear **differentiating element**, we propose a focus that re-creates a **cross-over** space **between the traditional and the modern**.



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Values

Magical Ambience

It appreciates here the *unique experience* “**Cohiba Atmosphere**”. Priority in the design envisaging to the decoration emotional elements. **To get in** one of its places Cohiba Atmosphere **most distinguish a before an after.**

Emotional, magical **elements** (sounds, scents and images) **generate a personality for our brand** that distinguishes it from those of competitors and, therefore, help it to attain an advantageous position in the market.



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03 SPACE CONCEPT

Basics

The “Cohiba” atmosphere is an organic, living thing that conveys sensations and is filled with the power of the Cohiba brand –which is drawn in on inhaling.

“Inhalation” and “Exhalation” Areas.



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03 SPACE CONCEPT

“Inhalation” Area

- This is the interior part of the space, of self-limiting access. Its purpose is to invite the user to enjoy the experience of smoking Cohibas among friends. It motivates visitors to relax and reflect.
- Even though there isn't any physical separation between the two spaces, they should be differentiated from each other by means of lighting, decor and ambience.
- The space must be made intimate, welcoming and serene, an area that promotes conversation, relaxed reading and smoking. Here, in this atmosphere, you can accompany your Cohiba with a delicious brandy while reading a good book or chatting with a good friend.



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03 SPACE CONCEPT

“Inhalation” Area

Decor

- **Natural elements** prevail, in both materials (earth, stone, wood and leather) and colors.
- The space will be quite **large**, decorate whenever possible with a **library** (a key element in creating an ambience of intimacy) containing the best novels and other writings related to the world of tobacco, luxury and the life style of our target public. **It has an intimate ambience** with dim lighting in general and small standing lamps for reading.



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03 SPACE CONCEPT

“Inhalation” Area

Decor

- The walls will be paneled in wood. The floor will be covered with a black carpet that has the corporation’s logo as a design.
- The access of natural light will be limited, to maintain an intimate ambience.
- Minimalism and elegance. Only the humidors (which function as display cases containing the range of Cohiba cigars) are emphasized. They show visitors what this space is for: to really enjoy the pleasure of smoking.



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03 SPACE CONCEPT

“Inhalation” Area

Furnishings

- The library will convey this intimate ambience. Furniture with a touch of modernity will be placed in groups of twos and threes to promote intimate conversation, and will be complemented with low tables in dark colors.



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03 SPACE CONCEPT

“Inhalation” Area

Ambience

- **Music** should be a **key element** in creating this ambience. It will be soothing, not strident, and preferably traditional Cuban.
- The music will be the same throughout the area and should be discreet but audible in this smoking area.



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03 SPACE CONCEPT

“Exhalation” Area

This area is on the outside, with easy access, near the entrance to the locale. Basically, it should be the area where contact is made with the Cohiba “atmosphere”. This is where the diversification products (coffee, smoking accessories, cognac, books and other items) can be displayed.

In this first space, contact is made with the Cohiba brand. It motivates a quick visit, spontaneous conversation and smoking a good cigar accompanied by an original appetizer.



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03 SPACE CONCEPT

“Exhalation” Area

This space contains two clearly differentiated areas.

Bar: The corporation’s logo is displayed to advantage in the well-lit area near the bar. All of the elements in this area (display case, menu, coasters, doily, ashtrays, the waiters’ and waitresses’ uniforms, and the reproduction of the brand’s logo over the shelves of drinks) will reinforce the Cohibas message.



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03 SPACE CONCEPT

“Exhalation” Area

Smoking Area: This area is past the bar area. There is a lamp on each table, and a magnificent cuisine. The tables are widely spaced, to facilitate privacy and encourage friends to engage in good conversation over an excellent Cohiba.



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03 SPACE CONCEPT

“Exhalation” Area

Furnishings

- Modern (Philippe Starck) tables and chairs, with several humidor-displays cases in a dark wood, their glass doors engraved with the Cohiba logo.

Lighting Concept

- Indirect light from the ceiling, complemented with hanging panels that direct light on the tables, to provide the necessary personal touch of intimacy.



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04 LIGHTING CONCEPT

Three Key Concepts

We have already brought out the importance of creating a space that contains different usage areas. The lighting plays a protagonistic role in this regard, generating a climate that should be universally recognizable in all locals.

1. **Dim light**
2. **Indirect lighting**
3. **Projection of images**



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05 THE OFFER

6 Main Concepts

Initially, the strategic aim in this section focuses **on six main concepts** for bringing out the attributes and values of the Cohiba brand and its range of products –concepts that make the rest of the proposals more meaningful. Therefore, we will define the product offer in terms of the world of Habano cigars and its atmosphere.



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DIVERSIFICATION SERVICES

05 THE OFFER

6 Main Concepts

1 Maximum Quality

At all times, **quality** should be a **point of reference** for **Cohiba Atmospheres**. All regular smokers and other connoisseurs of the brand expect an offer worthy of the range of Cohiba products. any low-quality offer would be detrimental to the brand as a whole.



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05 THE OFFER

6 Main Concepts

Combined Offers

The main axis of **Cohiba Atmospheres** is to **promote the world of habano cigars** and their surroundings, obviously starting with a brand of such value as the Cohiba. This space is ideal for promoting combined offers, new products and extensions of the line. This should be adjusted to conform with the laws of each country.



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DIVERSIFICATION SERVICES

05 THE OFFER

6 Main Concepts

Careful Presentation

Care in presentation of the offer is another **key to service**. It stems directly from the **ritualistic aspect** that already surrounds the world of habanos and connects up perfectly with our target public.

The presentation of the range of cigars should be a differentiating element that conveys such values as sophistication and luxury.



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05 THE OFFER

6 Main Concepts

Variety and Mixtures (Cuba- Mediterranean international menu)

The restaurant will offer a **selection** of culinary **cultures** and traditional dishes.

in this case, we propose that a wide variety of menus, both for food and for cocktails be drawn up. **New cocktails** named for the **world of Cohibas** and their vitolas could be launched.



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05 THE OFFER

6 Main Concepts

Famous chefs and Wine Waiters (with a global and/ or local projection)

One of the current strategies in the hotel business is to bring in a famous chef and/ or wine waiter to help consumers differentiate one offer from another.

This association may prove **competitively advantageous** for promoting **Cohiba Atmospheres** either globally or on a smaller scale, in a number of countries or locales.



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05 THE OFFER

6 Main Concepts

Habano Cigars and Wine Space
(demonstration and sampling concept).

in order to explore all the possibilities of the rich world habano cigars, we think that sampling sessions, demonstrations of the product, and habano cigar and wine contests should focus on **Cohiba Atmospheres**.

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06 Service.

The key to success

Together with the exclusiveness and distinction of our product, service is very important for differentiating our product from those of competitors.

- **Exclusiveness and distinction**
- **Professionalism and dependable criteria**
- **Efficiency and discretion**
- **Male employees, if possible**



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07 Value Added

The world of habano cigars

Exploring all the possibilities of the world of habano cigars.

We propose a new marketing concept for habanos cigars: that of creating locales where clients are offered a wide range of habano and related products (books, magazines and the like).

Such locales will have all the requisite components for becoming “cigar meccas” at the world level.



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07 Value Added

Experience all the pleasure of a Cohiba

We propose the **concept** of “**experiencing all the pleasure of a Cohiba**”, making our offer available and therefore, selling it to our clients.

This concept is based on the close relationship between regular smokers and this brand links “**Cohiba Atmosphere**” with the promotion of all the extensions of the line.

We propose going even farther. We want **our consumers to be able to re-create their own worlds** in the ambience of our brand.



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07 Value Added

Cohiba Connoisseurs`s Club

The potential of “**Cohiba Atmosphere**” calls for creating a select club of Cohiba connoisseurs. The generation of this rich data base will allow us to get **to know** our **consumers` tastes** (those of both smokers and non-smokers exactly) and will be an indispensable tool in the current world of marketing.

the club will make it possible to effect qualitative assessments of this line of business, apart from other follow up and controls. This will facilitate **broadening** the base of our **target public** and **increasing the use** of our services.



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