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Kahlua traveling branding roads on 'Exotic' series

With a new five-part TV series, "Kahlua and Conde Nast Traveler Present Bring Home the Exotic," premiering Saturday on the Oxygen Network, Kahlua has accomplished what many advertisers are talking about but have yet to achieve in the branded entertainment space. The coffee liqueur has created, produced and maintained full ownership of its own TV show, allowing it to control how its product and brand messages are portrayed. Not only does the title of the show mirror Kahlua's advertising slogan, "Kahlua, the everyday exotic," but the program's premise of re-creating exotic travel experiences for friends and family back home is in line with Kahlua's brand messaging of creating everyday exotic experiences in in-home entertaining. To top it all off, the Kahlua brand also makes a few appearances in each episode. *(Gail Schiller)*