



# Sparkling wine for young people

Deadline: 04.11.2008 23:59 GMT

Brand: Abrau-Durso

Sector: Alcohol & Tobacco

Country: Russian Federation

Category: Design : Packaging

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Budget: \$4 000

Status: Closed

Language of Solutions: English, Russian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

Abrau-Durso, founded in 1870, is the oldest Russian winery producing sparkling wine.

The winery is located on the shore of Lake Abrau in Krasnodar region, Russia. Abrau-Durso is a company with rich history and traditions going back to French wine-makers, who were invited to Russia by the order of the Emperor Alexander II to found here the first manufacture of sparkling wine.

Today Abrau-Durso is the leading Russian company producing sparkling wine by method Champenoise (classical method). We use classical method for premium class products.

We also use method Charmat for mass production, a younger and cheaper wine for young people.

For more information on Abrau-Durso, please check our web-site: [www.abraudurso.ru](http://www.abraudurso.ru)

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Your goal is to create a range of 9 Abrau-Durso labels that match the taste of young people drinking sparkling wine in clubs or discos.

Please, see p.4 and p.8 for more information.

## 3 Step Target Audience

[ who should you influence ? ]

All people drinking sparkling wine in social young environments like clubs, or discos.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

The Abrau-Durso qualitative sparkling wine in an easier and younger packaging.

- Product 1: White color – Brut
- Product 2: White color – Semi dry
- Product 3: White color – Semi sweet
- Product 4: Rosé color – Brut
- Product 5: Rosé color – Semi dry
- Product 6: Rosé color – Semi sweet
- Product 7: Red color – Brut
- Product 8: Red color – Semi dry
- Product 9: Red color – Semi sweet

You are also welcome to propose the names for the 9 Abrau-Durso products listed above.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

French champagne experts founded the Abrau Durso winery in 1870. They were in charge of production of classic method champagne till 1917.

This is the key step that allowed Russian local specialists to know the technology necessary to implement the correct classical method and to replicate it during and after the soviet times till current times.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Abrau Durso is a combination of two souls.

On the one side, he's experience d and wise, like a person coming from a Russian family of great tradition.

On the other side, he is an energetic and dynamic person who loves to follow the modern technologies and apply them in production.

As a synthesis: Aristocratic, Russian and looking for performance.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

It's all about labels on the bottles (face label, back label, neck label and foil).

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

1) The following elements should be communicated on the the label:

- ∞ Abrau-Durso Logo. It should not be the key element, it just ads additional value and brand awareness.
- ∞ Abrau-Durso icon (double eagle)
- ∞ Obligatory information on the label, back label, neck label (see attachment)

2) Via the proposed design solution it should be very clear that this sparkling wine is intended for young and dynamic people.

3) Please note, that obligatory text information on the label is attached in order to show the space that should be designated to the text on the label. That's the resason why we attach this text only in Russain - it doesn't contain any information necessary to create a Solution.

4) The file "new\_range" is attached to give an idea of AbrauDurso standard bottle.

## Attachments

134692/0000.eps	1.72 Mb
134692/0002.doc	29.5 Kb
134692/0003.JPG	531.32 Kb
abrau-durso_icon_CMYK.tif	1.53 Mb