



Gancia Restyling Packaging

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Brand: Gancia
Sector: Alcohol & Tobacco
Country:

Category: Products : Product Packaging
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Budget: \$1 260
Status: Closed
Language of Solutions: English, French, Italian

1 Step Builder

[who is writing a BootB Brief for BootB Creators ?]

Gancia is Italy's leading sparkling wine company. It was the originator of the first Italian sparkling wine in 1865.

2 Step Project Objective / Description

[what is the Builder trying to achieve ?]

The objective of this marketing campaign is to revitalize the packaging of the large distribution range, giving it more visual appeal by using a stamp to signify the heritage of this sparkling wine. The packages must always combine tradition, prestige and modernity.

3 Step Target Audience

[who is the Builder trying to influence?]

The core-target is adults between the ages of 40 and 60; men (especially at Christmas time).

4 Step Proposition

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

The purpose of the graphic update is to highlight a more premium market position.

5 Step Support

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

Gancia since 1865, the first sparkling wine in Italy. Gancia's know-how made it possible to create prime quality products at moderate cost.

6 Step Character

[what are the features that better define the personality of the Builder's Brand?]

Gancia is The Italian sparkling wine. Synonym of quality, it has always been a leading product in Italian society; a product that merges both tradition and modernity.

7 Step Media Plan / Placement

[where will this work appear?]

Supported by advertising that is below and above the line.

8 Step Additional Executional Elements

[what else would you like to know in order to provide a BootB creative Solution ?]

No limits :)

Attachments

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