



Abrau-Durso for 2014 Olympic Games

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Brand: Abrau-Durso
Sector: Alcohol & Tobacco
Country: Russian Federation

Category: Design : Packaging; Above The Line : Internet, Print, Out-of-home advertising
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Budget: \$4 500
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. Additional information about Abrau-Durso you can find on our web-site: www.abraudurso.ru

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

The 2014 Winter Olympic Games will be held in Sochi, Krasnodar region, Russia. Krasnodar region administration gave the task to Abrau-Durso to develop a special edition for the event. The objective is to create the design of the bottle decoration (including label back label, neck label and foil) for the special edition and eventually the name of this product (it can be a simple name or a combination of words like "Sochnaya symphonia"). The Creators can also feel free to suggest a direction on how to communicate the special bottles at the Olympic Games.

3 Step Target Audience

[who should you influence ?]

All people attending the Olympic Games.

4 Step Proposition

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

People should understand that Russia is a great country which can organize great Olympic Games and gives the chance to taste a great champagne developed with the oldest and most qualitative method (classical).

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 one side he's experienced 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 trends and share them.

7 Step Media Plan / Placement

[where will your work appear?]

On the bottle (label, back label, neck label and foil) and eventually on posters/billboards.

8 Step Additional Executional Elements

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

In the label must be communicated the following:

- ∞ Abrau-Durso logo
- ∞ Obligatory information on the label, back label, neck label (please see attachment)

NB! 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 reason why we attach this text only in Russian - it doesn't contain any information necessary to create a Solution.

Attachments

91370/90012.eps

1.72 Mb