

case study

Product Brochures & Literature

Client: *Bang Vodka*

Ideas

Start-up premium vodka label Bang Vodka needed a strong identity for its product launch to immediately distinguish itself from the numerous new entries in this booming beverage category. The company required a brochure and collateral that would give it the look of an established brand and also get the attention of such beverage industry buyers as distributors, liquor stores and other retailers, bar owners and restaurants.

An additional challenge was that the product itself – and its bottling – did not yet exist. The company was still in the process of overseeing start-up production in Russia, and wanted to be sure that product would be available in time for its official launch.

Work

EVOK Advertising created a “teaser” brochure that provided little information about the brand, but was designed to be interesting enough to members of Bang’s industry target market to prompt contacting the company. The brochure front featured a female model photographed at an angle that suggested nudity, her upraised crossed legs forming the “stem” of a martini glass with olive.

Brochure text positioned Bang as an outgoing vodka representing the enthusiastic contemporary sensibility of the new Russia while centered firmly in the finest traditions of vodka distilling.

Results

The brochure and other collateral produced the industry response that Bang sought. The new company took meetings with distributors that contacted it – including one of the largest liquor distributors in the United States.



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