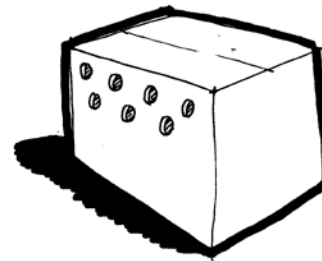


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Laughing Kookaburra

CHALLENGE	STRATEGY	CREATIVE	RESULTS
Our client was importing a low-priced Australian wine into the U.S. marketplace and faced the challenge of competing in a crowded industry	The strategy we developed called for a low price point that would encourage sales among the target audience, but a brand identity that would stand out as fun, engaging – a wine to be enjoyed every day of the week.	Taking its name from a popular children’s song, our creative approach celebrated the Australian source for these wines, and encouraged customers to “have a laugh” and celebrate the wine with good times and good friends.	Our unique packaging not only attracted the eye of consumers, but offered exciting opportunities for ‘end-cap’ displays in retail environments. This unique quality made it easier for our client to address the needs of distributors.

