



Neka
creative

ALEXIS BAILLY VINEYARD

When it comes to great wine, one is just not enough. Here are three reasons to get excited about dessert wines.

ALEXIS BAILLY VINEYARD



DESSERT WINE LABELS



THE WORK

Brand Strategy

Packaging strategy

Brand Implementation

Naming
Dessert wine label design

CHALLENGE

Alexis Bailly embarked on the introduction of its third dessert wine. As exciting as this was, it was not without concern. Top of the list was making sure buyers would not swap out an existing Alexis Bailly product to make room for the new one. Our challenge was to create packaging that would compete for highly-coveted shelf space.

SOLUTION

Introducing one solitary dessert wine wasn't a compelling enough story to motivate retailers, so we designed packaging for the collection: cognac-infused wine ("Solaris"), port ("Chocolate Reserve") and ice wine ("Isis"). We then promoted the trio as a delicious dessert wine package.

RESULTS

Our approach elevated Alexis Bailly's shelf presence and simplified sales for distributors. And because retailers saw the inherent gift-giving potential of the new trio package, sales increased across all three products. The dramatic new designs also won prestigious category awards.