

Winning new consumers for a great British spirit

Selling itself short

With a 250 year heritage that lays claim to being the oldest British premium gin brand and now Britain's second largest distiller of super premium gins, the brand's presentation was not matching its illustrious past. British, independent and proud, the brand wished to seize the opportunity presented by its 250th anniversary year and the global resurgence in gin's popularity to reclaim its rightful stance as 'The Great British Spirit' and G&J Greenall's chose a fellow independent to express this very distinctive brand personality.

Flying the flag

Gin is such a quintessentially British spirit and its qualities so reflective of the unique, quirky Great British personality, so we looked toward great British icons – from Westwood to Mini Cooper, from Paul Smith to Claridges - and looked at how we could breathe new life into the rich green heritage and visual equities of the brand. Our goal: to wake up the nation to a more relevant brand that embraces the now yet knows its roots.



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British racing green

Working with such a 'genuine article' is always a privilege, so the brand design solution proved to be deliciously simple and iconic, yet embodying the personality and quirky British spirit beautifully - all in a contemporary, non cliché way. We couldn't sum up the results better than the words of Christina Brown, G&J Greenall's Marketing Director who said, "Greenall's is a pioneer in the industry but we never rest on our laurels and always want to move with the times. The new packaging from Dragon Rouge speaks to a new generation of gin drinkers, whilst respecting our strong heritage". We can't wait to see the response from across the pond with the imminent US launch.



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