

client

Spirits Company

location

Stockholm, Sweden

further information

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services provided

- Product & brand development

the challenge

The company wished to develop an all new brand with which to penetrate the burgeoning Indian market for premium drinks brands.

fti were asked to develop a market entry strategy and develop the brand from scratch.



project scope

- Market review and development of distribution and production strategy
- Development of a range of new brand concepts
- Concept research in market and further development of preferred proposition
- Bottle / packaging design
- Development of launch marketing programme and materials

outcomes

- Market entry strategy developed and signed-off by Group Board
- Full launch plan and package developed and tested