



BLASON LOUIS

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## BRIEF CROWD CREATION

Wine bottle Labels' Creation – Front & Back

# Objective : Creating 2 labels (1 white wine, 1 red wines)

Transforming the gold product line...



... Into a colour\* product line



\* Colours have been put here randomly to explain. Please feel totally free to use any colour you want

# 1. Choose the colors !

1. Each label should contain 2 or 3 colors (exemple : Kusmi Tea)
2. Taken together, the bottles must form a coherent set.
3. Taken individually, each label must talk about the wine and its universe

If you have one bottle in the right hand, and another in the left hand, you must feel the difference between the 2 wines (= what is inside).

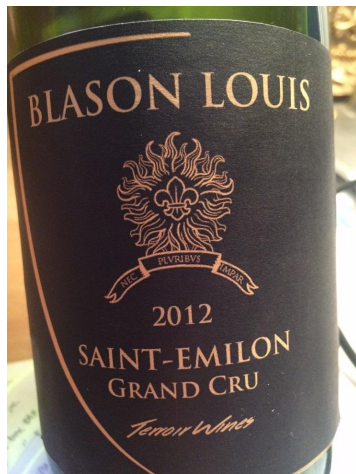
*Example: Kusmi Tea gives a color to each of the box that embodies what is inside, and tell us when this tea must be tasted.*



## 2 - Your constraints for the Front Label

### WHAT MUST APPEAR ON THE LABEL

All the elements of the Platinum line must appear, in the same place



Blason Louis in the top

The logo must have a central position

The year

The name of the wine

« French craft wines »

The border of the blason

#### POLICES

Titles : Trajan (must keep)

Script : Lisbon script, but you can propose another one.

# CONTEXT



# Blason Louis : who are we ?



Blason Louis is a thoughtful collection of  
**16 remarkable French wines**

We partner with **craft winemakers** to share the undiscovered potential of French wine to the **United States**.

*« Blason Louis enables to discover all the best wines from France, under ONE brand name »*

## Objectives

- ✓ Clarify and simplify the vision of French Wine in the USA.
- ✓ Offer a collection of very fine wines : each of them reveals a particular philosophy, but they all share a mutual quality.
- ✓ Share the beauty of small-batch terroirs !

# Positioning and targeted customers

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## Who are our targeted customers ?

Consumers (B2C)

Americans

New York City, LA, San Francisco, major cities

Man & Woman

25-40 years old

Yearly wage: 70+

Affluent millennials

Channels: distributed on our website (club),  
liquor store, restaurants, hotels

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# What is the DNA of the brand?

To have a quick idea of our brand design, visit our website : [blason-louis.com](http://blason-louis.com)

## Making wine uncomplicated

French wine labels are always very complex

- Make labels much more clear and simple, but still elegant

## Offering a reference brand

Offer a collection of French “grand crus”, easy to identify, with a common artistic line.

Our goal : make the Blason Louis logo become a proof of quality for New Yorkers.

## Keep an elegant French touch !

What inspired us ? Haute-couture and perfumes !  
Rather than what is done inside the wine industry...

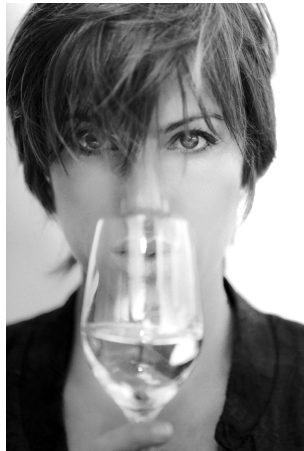




# Context : our brand identity is progressing (1/2)

Our desire today : make our design evolve into something younger, funnier, less luxurious.

## Before



## After



# Context : our brand identity is progressing (2/2)

Our desire today : make our design evolve into something younger, funnier, less luxurious.

## Before

"Brand" wine  
Luxury  
Gold, Black, Grey  
Elitism  
« Raffinate »  
Statutory  
Refined

*Brand examples:*  
Guerlain Shalimar  
Channel n°5



## After

High-end "Craft" wine  
Affordable luxury  
More colourful, Lively, Vivid  
Elegant  
Young  
Attractive to both women and men  
Refined

*Brand examples:*  
Guerlain La Petite Robe Noire  
Channel Coco Mademoiselle