

NAVAN SPEAKING TO A NEW CONSUMER

When the makers of Grand Marnier wanted to create a new brand targeted to an urban pan-cultural audience, they relied on us to ensure they were speaking the right language.

WHAT WE DID

Brand Strategy

Package Design

Brand Copy

Integrated Communications



The design features an interplay of matte and gloss, hinting at an easy, understated confidence, elegance and sophistication.

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CHALLENGE

Schieffelin & Somerset Co., makers of Grand Marnier, came to us to develop a brand strategy for their new liqueur, Navan. The target consumers were “pan-culturalists” – an emerging segment of 21-34-year-old men and women who are open-minded and embrace multi-cultural diversity. Affluent and highly sociable, they represent a host of lifestyles and languages coming together in a confluence of ideas, customs, fashion and art to form a unique tribal culture all their own.

SOLUTION

We created a modern brand strategy and fresh package design to enable Navan to communicate with this emerging young audience on their own terms. Our goal was to maximize impact on shelf in a highly competitive category. We used distinctive, multi-cultural symbols in a clean, sophisticated style to appeal to consumers of both genders. The result was a holistic impression of chic confidence, standing out while fitting into a select group of discriminating contemporary connoisseurs that is the new “urban tribe.”



We created a wide range of concepts to speak to emerging “pan-cultural” consumers.