## **WILD TURKEY**



## Properties list:

update
alcohols and spirits
labels and sleeves
bottle
glass and ceramics
historical, traditional
unusual visual association
identity by typography
identity by illustration
single product
end-user packaging

Pernod Ricard, Wild Turkey?s parent company, brought in Sterling to revitalize this classic gl obal brand. After we conducted a global equity study and developed new brand positioning, we streamlined the package design to reflect the brand?s American heritage and values. Wi th a refreshed identity and classic turkey illustration, the new design created differentiation, and elevated the pride of this smart, authentic American brand.

The redesign of the flagship product later served as inspiration for Sterling?s design of se veral limited edition products, including American Honey, Tribute, Stampede, and Heritage.

Reference: http://www.sterlingbrands.com/design/portfolio.php?pfolio\_id=48

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