

Cruzan Rum

Dragon Rouge launches new look for Cruzan Rum portfolio

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Aligning with the new premium brand positioning of ‘simply better rum’ (inspired by Cruzan’s record of 38 awards in the last decade for the quality of its rum) V&S retained Dragon Rouge to create a new packaging system (structure and graphics) for the Cruzan Rum portfolio consisting of 16 SKUs.

The primary goal of the re-design was to attract a more sophisticated, discerning consumer and move away from the perception of being a value brand. The new brand identity - a distinct handcrafted iconic crest device inspired by the Nelthropp family coat of arms engraved into the wall of the distillery - gives the brand a sense of authority. The broad shoulders of the bottle, contoured to work in harmony with the crest and the structure tapering subtly to the foot, gives the Cruzan Crest a real sense of pride on the package.

The secondary goal was to create a cohesive family feel while clearly delineating the role of each SKU within the portfolio. Following the packaging design, Dragon Rouge created a global brand identity for the range and will be a key player in the strategic innovation pipeline over the next three years.

The new Cruzan Rum Aged Light and Aged Dark will be available internationally from mid September and the Single Barrel will launch early 2009.

