



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES

The SPANISH QUARTER



Client:

Codorníu

Project:

The Spanish Quarter

Challenges:

- Spain is a largely undiscovered wine region among U.S. consumers.
- Codorníu wanted to establish a best-in-class brand highlighting innovative wine blends from Spain.
- The brand needed to be friendly and approachable to entice new and younger wine drinkers with an eye-catching, modern look to differentiate itself from the competition.

Project Services:

Positioning

Naming

Identity

Packaging

Print

Merchandising

Website

Solutions

- Voicebox explored a variety of brand names to convey Spain's distinct cultural blend of authenticity, modernity and whimsicality. The Spanish Quarter was chosen because it is easy to say, spell and pronounce and links the wine to Spain without the use of clichés.
- "The Spirit of Manaña" tagline highlights the Spanish people's enjoyment of life and the brand's modern approach to winemaking while reinforcing the wine's accessibility.
- The bold red identity and package design treatment capture the warmth and friendliness of Spain with a richly illustrated storybook square incorporating unique Spanish icons such as the Columbus Statue as focal points. The label fully wraps around the bottle inviting the consumer to explore.
- Print support materials, a branded website and a three-case rack display use similar imagery to establish a consistent brand look and feel, help to differentiate the brand from the competition and serve to generate retail and trade excitement.

"Voicebox combined out-of-the-box thinking with sound strategy, instantly communicating to consumers what is unique about Spain. They designed a stylish, modern brand that also appeals to the consumer's sense of adventure and discovery. Our launch has been extremely well received by the trade."

Michael Kenton, Chief Marketing Officer



Codorníu

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