



CLIENT PROFILE

Van Gogh Vodka Launch

JCI recently completed an engagement to launch the new super-premium vodka brand, Van Gogh Vodka. In a first in the industry, in less than 4 months, we introduced to worldwide acclaim; four new flavored vodkas and positioned the brand for re-introduction to the general market. Some creative program highlights included:

- A national campaign around the “better martini”, including inclusion in major events such as the MTV - Rock the Vote - Grammy Event, The Oscars and The Apprentice Television Series Launch Party
- A national media tour with specialized “Martini Parties” with distributors
- A national contest to launch the Guinness Book of World Records for the most martinis made in a 24-hour period
- A bartender loyalty campaign that increased brand awareness and distribution in the US by 50%
- An international launch of the brand with Carnival Cruise lines which included exclusive use of the product
- An alliance with Hugo Boss Women and GENART to launch new stores, and to attach the brand to the much desired (18-49 yr old) female population
- A successful Melon vodka launch with a 5-star rating from prestigious industry trade publication, Beverage Journal, and extensive coverage in national and local consumer lifestyle publications

