

Diageo commission ODD for global task



ODD have been appointed by Diageo as global design agency for their luxury Guatemalan rum, Zacapa. ODD are working with the Global Brand Manager in London to deliver assets that span retail and POS materials, on and off-trade communications and sales promotion.

The Challenge

- Create brand consistency across a wide range of retail markets
- Develop a new set of retail and POS assets for duty free environments
- Work with local markets to grow sales through consumer promotion

The Solution

- On and Off-trade visibility items including bottle glorifiers and other POS
- Global look and feel for all communication and brand documents
- Ongoing brand guardian services for Diageo central

The Results

- Achieved complete brand consistency across all markets
- Awaiting further sales results from 2009 activity

“ODD's boutique agency approach has allowed us to forge a very personal relationship with a strong team of creatives who have taken the time to truly understand Zacapa and help us make the case to push the envelope of convention and build a luxury brand within Diageo's portfolio”

David Ferreira, Reserve Rums Global Brand Manager