

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 global 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. With 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 several limited edition products, including American Honey, Tribute, Stampede, and Heritage.

Reference: http://www.sterlingbrands.com/design/portfolio.php?pfolio_id=48

Other images: