

## Diageo

### DISCIPLINE

Product Innovation

*"Bulldog are rockstars when it comes to new-to-world brand development and category innovation. From thoughtful insights, branding and design they are instrumental in our creative process – our Innovation Team loves working with them."*

JEFFERY FINK, VP DIAGEO INNOVATION,  
IDEATION & CREATIVE DIRECTOR

### DESIGNING BREAKTHROUGH BRANDS FOR A GLOBAL SPIRITS PORTFOLIO

#### CHALLENGE

Diageo is home to some of the world's oldest and most progressive spirit and beer brands. To keep up with ever-changing trends, their product teams are constantly looking for new opportunities to break through the market clutter with innovative concepts. Bulldog Drummond is a long-term partner that has collaboratively developed a range of new product concepts in the brandy, vodka, tequila, gin, rum, scotch and wine categories.

#### RESULT

We take an in-depth look at the category and target audience. We research the liquor history, liquid profile and associated behaviors to help inspire and guide the product concept and design development. From there we design full concept platforms that include a brand name, packaging and framework for bringing the new product to market. We look at specific on-premise and off-premise marketing tactics, endorsements, and relevant connections to popular culture. And today we continue to be an innovation resource for Diageo on new-to-world brand projects and brand extensions.

