



Stark Raving

DISCIPLINE

Product Innovation

"Bulldog helped us bring a completely new brand to market. From exploration through to product on shelf they pushed us to think differently than we had before."

NICOLE LOCKWOOD, BRAND INNOVATION
MANAGER

DESIGNING A TOP 10 BRAND FROM THE GROUND UP

CHALLENGE

Diageo came to Bulldog Drummond to expand their Napa-based Rosenblum Cellars' wine portfolio. They wanted to reach the Millennial wine drinker by creating something wildly different from their current portfolio. As a result, they gave our creative team free rein to explore the possibilities.

RESULT

After digging deep into the history of Rosenblum, we discovered that the founder of the brand was a passionate vet turned vintner who was a serial experimenter that started making wines in his own garage. He became the inspiration behind the lines central character —and Stark Raving became the embodiment of someone who courageously experiments and passionately follows their own course in life. We worked with Diageo from the initial concept through the launch and from developing the brand story through the finalizing the brand design. Stark Raving was ranked as one of the top new brands in the market and continues to be a leading example of a breakthrough wine in a crowded and traditional category.

