

# Jupiter Drawing Room appointed by Graham Beck Wines to do print campaign

Graham Beck Wines, producers of premium award-winning wine brands, recently appointed Jupiter Drawing Room to execute a print advertising campaign to reinforce its brand positioning globally, as well as in South Africa.

Says Kevan Aspoas, managing director of Jupiter Drawing Room – Cape Town, "Graham Beck Wines sits at the pinnacle of the wine industry both locally and internationally and one of the campaign's objectives is to highlight this status. In addition, the campaign seeks to expand the brand on the international market, particularly unlocking the USA market.

"We can only achieve these objectives if we stay away from mundane wine branding which normally features a happy couple with a wine bottle and glasses. Instead, we opted for a minimalist approach using 'reverse psychology' or if you like 'disruptive theory'. A bit cheeky but it elicits strong response and top-of-mind awareness among the target market," explains Aspoas.

The adverts, running in top local and international trade and consumer magazines, feature only the brand logo with short but witty copy alongside. In reference to winning an international award, the copy on one of the adverts read: 'The French are in denial'.

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