

RIP

RITZ PARADISE

MAYA KODURI
PROCESS BOOK
DEC 2021

BRAND UNIVERSE

VISION

TO MAKE PEOPLE FEEL LIKE THEY'VE TRANSPORTED BACK TO THE ROARING 20S, TURNING 2020 TO 1920.

MISSION

YOU'RE IN A RITZ PARADISE WITH AN EMPTY COUPE IN ONE HAND AND THE ENERGY OF THE NIGHT IN THE OTHER. A YOUTHFUL POP RINGS OFF INTO YOUR HEAD AND AN ELEGANT POUR OF CHAMPAGNE TRANSPORTS YOU BACK IN TIME TO THE ROARING 20S FOR A NIGHT OF GLEE AND MAGIC.

INTRINSICS

'RITZ PARADISE OR RITZY SPIRITS'
YOUTHFUL, THRIVING
DETAILED PACKAGING
UNIQUE WINES
ART DECO COLOR PALETTE

CONSUMER INSIGHTS

TO EXPRESSING THE FREEDOM OF JOY AND PARTYING INSPIRED BY THE ROARING 20S.

VALUES

LIVING YOUTHFULLY IN A RETRO WORLD.

BRAND PROMISE

IGNITING YOUTHFUL FREEDOM

EMOTIONAL REWARD

DELIGHTFULLY DISTINCT

EXTRINSICS

PERSONALITY:
BUBBLY
THRIVING
TRENDY

tone:
FEMININE
CONFIDENT
YOUTHFUL

VOICE:
JOYFUL

PRICE POINT

\$25.99 PREMIUM

WINE STYLE

ROSÉ CHAMPAGNE - FRENCH ROSE, DRY, LIGHT EFFERVESCENT, RED AND WHITE GRAPES, VANILLA AND STRAWBERRY AROMAS
1. FRENCH CHAMPAGNE 2. ROSÉ - ADDITIONAL VARIETAL

BRAND IS NOT

DARK/SINISTER, OUTDATED, TYPICAL, ANTIQUATED, TRADITIONAL, POPULAR



SOCIALLY CONSCIOUS EXPLORER

WINE EXPLORING RISK TAKERS. SOCIALLY RESPONSIBLE WITH ALTRUISTIC VALUES. CRAVE REAL PEOPLE, REAL VALUES, AND REAL EXPERIENCES. UPSCALE AND EDUCATED.

VALUES HIGHEST : GLOBAL, STATUS, RISK TAKING
LOWEST : AVOID RISK, POWER, RECOGNITION

DEMOGRAPHICS MIDDLE CLASS, EDUCATED THROUGH COLLEGE, AGES MID 20S TO MID 30S, LIVES IN URBAN CITY

ATTITUDES TOWARDS WINE HIGHEST: HIGH ON ALL WINE-RELATED ATTITUDES, NOT DRINK TO EXCESS, LIKES TO HOST SMALL GATHERINGS
LOWEST: OLD WORLD/TRADITIONAL WINES, BEER TASTINGS AT SPORTING EVENTS

OTHER CHARACTERISTICS SINGLE, EXTROVERTED, ENJOY HAPPY HOURS AND PARTIES, VALUE FREEDOM

BEST POINTS OF INFLUENCE HIGH ON ALL ON-PREMISE, ESPECIALLY \$16+ RESTAURANTS AND BARS HAPPY HOUR. HIGHEST LIQUOR STORE & GROCERY, ALSO HIGH WINE SHOP AND MEMBERSHIP CLUB.

COMPETITIVE SET

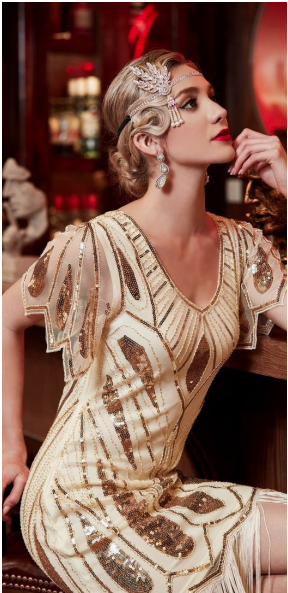


GUARDRAIL 1
Art Deco

GUARDRAIL 2
Neo-Traditional

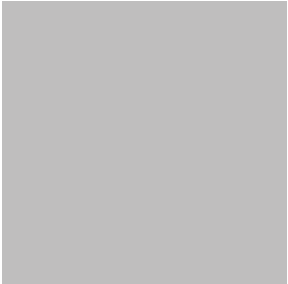
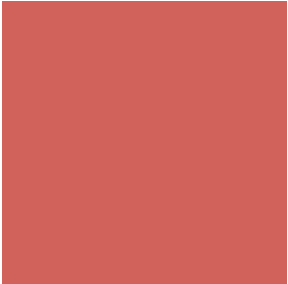
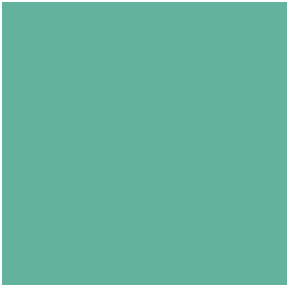
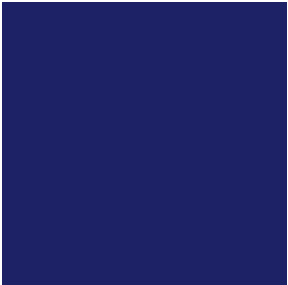
MOODBOARD / "Art Deco Party"

• ART DECO THEMED PARTY



MOODBOARD / "The Show"

- ART DECO VISUAL ARTS
- FEMININE



TYPE EXPLORATION

1 RITZY PARADISE

Montecatini Pro
Semibold

2 RITZY PARADISE

Penumbra Web Pro

3 RITZY PARADISE

Saveur Sans

4 Ritzy Paradise

Adobe Jenson Pro

5 Ritzy Paradise

Andes

6 Ritzy Paradise

Acanthus OT

7 Ritzy Paradise

Arnold Boecklin Std

8 RITZY PARADISE

Kolo LP Std

TYPE EXPLORATION

1 RITZ PARADISE

Montecatini Pro
Semibold

8 RITZY PARADISE

Kolo LP Std

7 Ritz Paradise

Arnold Boecklin Std

RITZ PARADISE

TYPE SYSTEM

RITZ PARADISE

Montecatini Pro Semi-bold 77 pt / +20 tracking

SPARKLING ROSÉ

Saveur Sans Semi-bold 21 pt / +51 tracking kerning

Secondary

RITZ PARADISE ELEGANTLY SPARKLES WITH
A DRY AND LIGHT EFFERVESCENCE.

Saveur Sans 10 pt / +4 tracking

DISTRIBUTED AND IMPORTED BY RITZ
PARADISE, Healdsburg, CA

Univers LT Std - 57 Condensed / 10 pt

COLOR SYSTEM

Primary Color Palette (for Brand)

C : 93 M : 81 Y : 44 K : 43	C : 80 M : 43 Y : 44 K : 13	C : 15 M : 74 Y : 62 K : 2	C : 25 M : 42 Y : 71 K : 3	C : 25 M : 20 Y : 20 K : 0
--------------------------------------	--------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

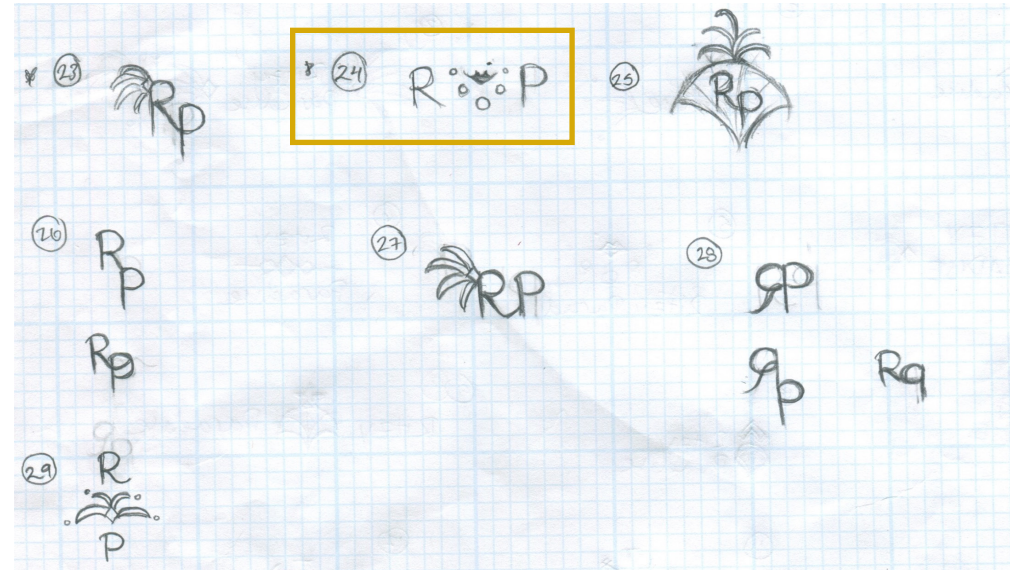
Flagship Palette (Rosé)

C : 80 M : 43 Y : 44 K : 13	C : 15 M : 74 Y : 62 K : 2	C : 25 M : 42 Y : 71 K : 3	C : 25 M : 20 Y : 20 K : 0
--------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

Champagne Extension Palette

C : 93 M : 81 Y : 44 K : 43	C : 80 M : 43 Y : 44 K : 13	C : 25 M : 42 Y : 71 K : 3	C : 25 M : 20 Y : 20 K : 0
--------------------------------------	--------------------------------------	-------------------------------------	-------------------------------------

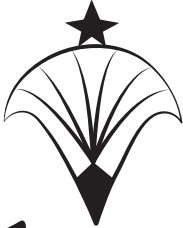
LOGO EXPLORATION SKETCHES

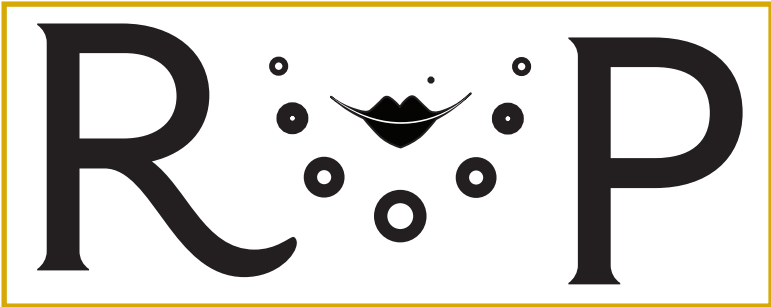


LOGO DIGITAL + COLOR EXPLORATION



RITZ PARADISE

R  P



LOGO SYSTEM



RITZ PARADISE

Rosé Logo Palette (for Packaging)

C : 15	C : 25	C : 25
M : 74	M : 20	M : 42
Y : 62	Y : 20	Y : 71
K : 2	K : 0	K : 3

Champagne Logo Palette (for Packaging)

C : 93	C : 25	C : 25
M : 81	M : 20	M : 42
Y : 44	Y : 20	Y : 71
K : 43	K : 0	K : 3

DESIGNS + ILLUSTRATIONS

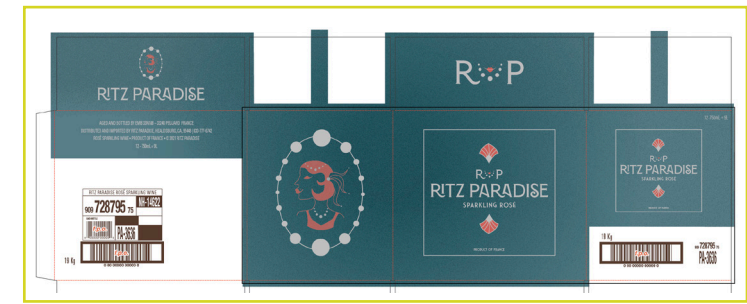
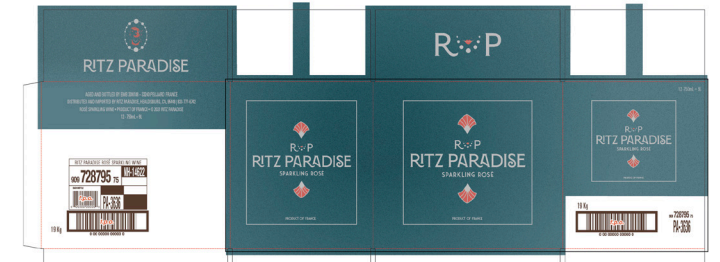


LAYOUT EXPLORATION

Front Label:



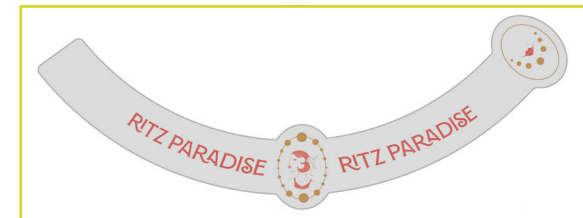
Shippers:



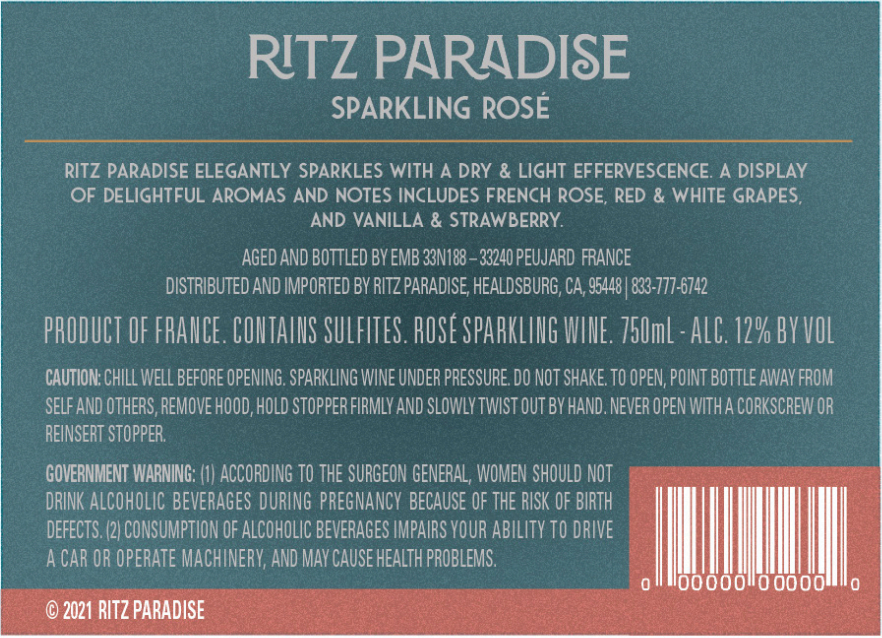
Back Label:



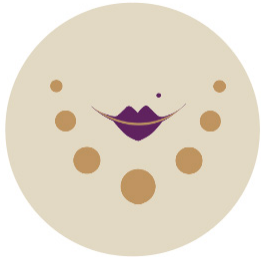
Neckers:



SPARKLING ROSÉ PACKAGING ARTWORK



CHAMPAGNE PACKAGING ARTWORK



BOTTLE SHOTS

Sparkling Rosé



Champagne



Sparkling Rosé + Champagne

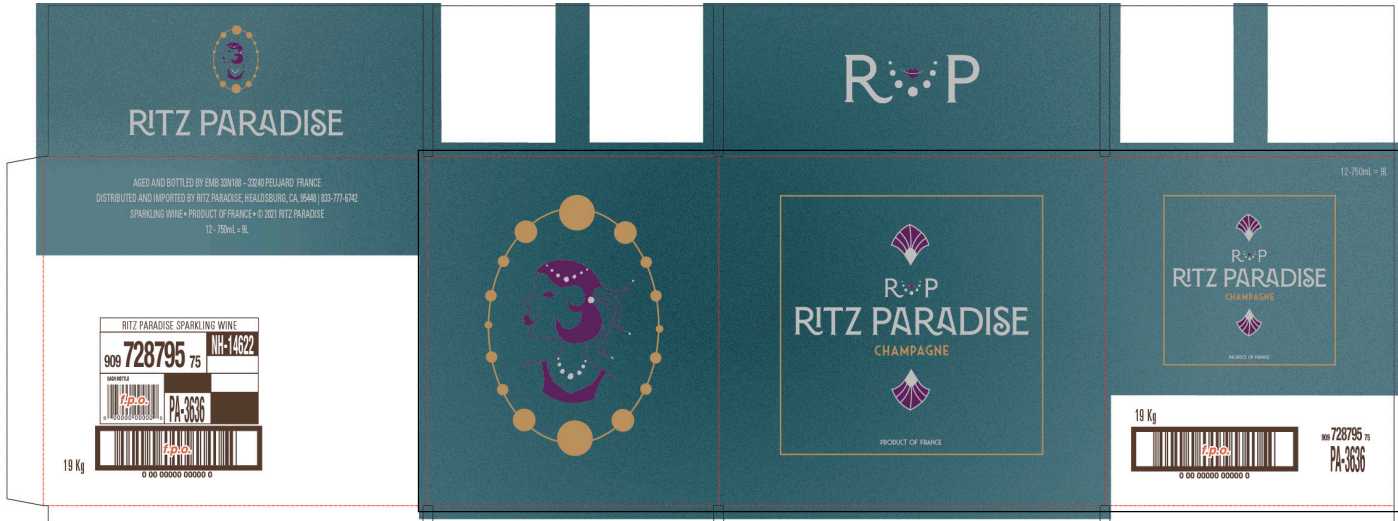


SHIPPERS PACKAGING ARTWORK

Sparkling Rosé



Champagne



SHIPPERS

Sparkling Rosé



Champagne



R  P

RITZ PARADISE

THANK YOU