

ABSOLUT IS GETTING JUICY

Absolut is launching a new product called 'Absolut Juice'





In the beginning of the summer on 2019, the Swedish vodka company Absolut launched a spirit combined with strawberries and apples creating the Absolut Juice Edition. The design is created by Mariana Rodriguez.

She uses the fruits in their natural form - strawberries with their vines and apples hanging from trees.

I think the retro nature look is very wise decision because it will attract very well the target audience of the product (mostly women or people who like fruity and not so strong drink).

The design of the bottle labels is simple but very stylish and unique. Mariana uses an image of the fruit on both sides (bigger on the left and smaller on the right), centered title 'Juice Edition' with serif font with increased tracking between the letters and subtitle 'Apple' or 'Strawberry' with smaller font size but less saturated. That makes the text to pop up to the reader's eyes quick.

Below the subtitle is the description of the product with a fancy script lettering and wrapped right from the image. It reminds me of a letter coming from far way. That suits so well the retro look of the fruit illustration.

On the bottom is sans serif text 'Spirit drink' with increased tracking for better readability. The two glasses next to the bottle are full of soda, the vodka, real fruit and plenty of ice. The icy cold drink makes the viewer to want to try it. So, the goal gets achieved - to convert the reader to a potential buyer. The text above the cups 'Just Add Soda' is either created on a path of a circle or created and then warped to this direction. The message shows the simplicity of the use of the product - 'just add soda' and enjoy it.

