

# LUKSUSOWA INTEGRATED CAMPAIGN

How do you get midwestern young men to turn away from Tito's and trade in New Amsterdam for something newer? You burst onto the social scene with lots of reasons to believe presented in a way that is fresh, funny, compelling, relatable and informative, all at once. The look features a clean, simple, yet street-savvy visual style that lends a personality to the brand and the bottle with a subtle speech-bubble design element. The copy filters messaging around the brand's authenticity and heritage through an edgy, provocative Polish "voice" designed to connect with our target in a friendly and familiar way. Our three-tiered communication rollout began with an Awareness play then transitioned into Consideration and finally the almighty Purchase push. Results may not be in yet, but if client happiness was a metric, it would be off the charts.

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