

YELLOW TAIL SPRING & SUMMER INTEGRATED CAMPAIGN

When tasked with capturing the essence of spring & summer in a bottle, we quickly resisted the oh-so-basic urge to head for the beach, and instead, found ourselves creating the perfect backyard hang vibe. Leaving the presumed pretension of wine behind, these relatable, down-to-earth yet still spiritually aspirational scenarios were orchestrated with our chill, laidback target in mind. Pairing the incredibly vibrant and evocative photography with lighthearted contextual copy created the perfect narrative for telling a simple story of pure summer bliss.

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