

# DEMON SEED whiskey

## Brand Design



### THE CHALLENGE

With a fervent love for Boston (and whiskey) burning in our hearts, our relationship was born with Boston Harbor Distillery, a local small business founded in Dorchester, Massachusetts. A house of brands, rather than a branded house, and we were tasked with launching one of their two flagship lines, Demon Seed Scorpion Pepper Whiskey.

Immediately, Demon Seed ignited our passion for its unique potential to stand out in the crowded marketplace of homogenous, black-labeled whiskeys. But as an early-stage company founded in 2012 with limited capital, we knew Demon Seed needed a more resourceful approach to make their limited capital go as far as possible.



**DEMON SEED**  
whiskey

## OUR APPROACH

First, we focused-in to create a target consumer persona we called "Sensations Seekers," people who enjoy a little "heat" both in their lives and their libations. To these crafty devils, boring is the enemy.

Our Sensation Seekers are a female-forward audience, as over 40% of whiskey drinkers are now female. So, we wanted to appeal to an audience to whom whiskey was not traditionally marketed. Instead of the dark, gritty, male-forward advertising that is common to the category, we pulled in a brighter, "fiery" look and feel and a shiny chrome font to excite Sensation Seekers and push back against the dated or predictable. So, we leveraged elements inherent to the Demon Seed bottle label to build a brand around, particularly the horseshoe and scorpion pepper — ownable elements uncommon to other whiskey brands.

We then forged a brand identity to punch above our weight and stand out amongst whiskey category behemoths like Jack Daniel's Tennessee Fire and Fireball. We found our niche. Now, we had to own it.

**SCORPION PEPPER**  
whiskey



## THE SOLUTION

For a new brand with low awareness, we needed to spark interest in a quick way that informed consumers of Demon Seed's singular flavor profile. To achieve this, we launched with the walkup and tagline, **"Real Flavor. Real Fiery. Real Whiskey. Demon Seed Scorpion Pepper Whiskey. Hot's a Choice,"** to describe the product but also "dare" Sensation Seekers to try it.

With our innovative team, we found ways to fire-up a large-scale digital campaign within client start-up budget restrictions to increase awareness and in-term distribution. The results are still rolling in as this is a new brand launch, but within the first month alone, we delivered over 400K impressions, nearly 100K engagements and increased sales by 50% in our first key target market, and we only bent a few halos to send boring to hell.

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