

Archer Roose Wine wanted to announce their availability in Regal Cinema movie theaters. With a mission to redefine the wine experience (and drinking in public), we announced this hot shit partnership by creating faux movie posters that were displayed in the halls and lobbies of Regal cinemas nationwide. Each poster was meticulously designed using the laughable stereotypes, typographic cues and art style of each movie genre. From Rom-Coms to Action flicks to Sci-Fi and everywhere in between, we created a product-centric poster series that couldn't be ignored. Posters were printed at a massive 27" x 41"- designed to be inserted into existing backlit lobby frames. The initiative also included a special screening of the cult classic "Wet Hot American Summer" in LA- with a Q&A featuring Elizabeth Banks, David Wain and Marguerite Moreau from the original cast. And lots and lots of wine.