

# Campari

*Reveal Campari's Soul*  
*Paris, The 24th of July. Confidential*



# Benchmark



# Among the leading bitters, some interesting cases

Jägermeister



Aperol



Fernet Branca



Martini

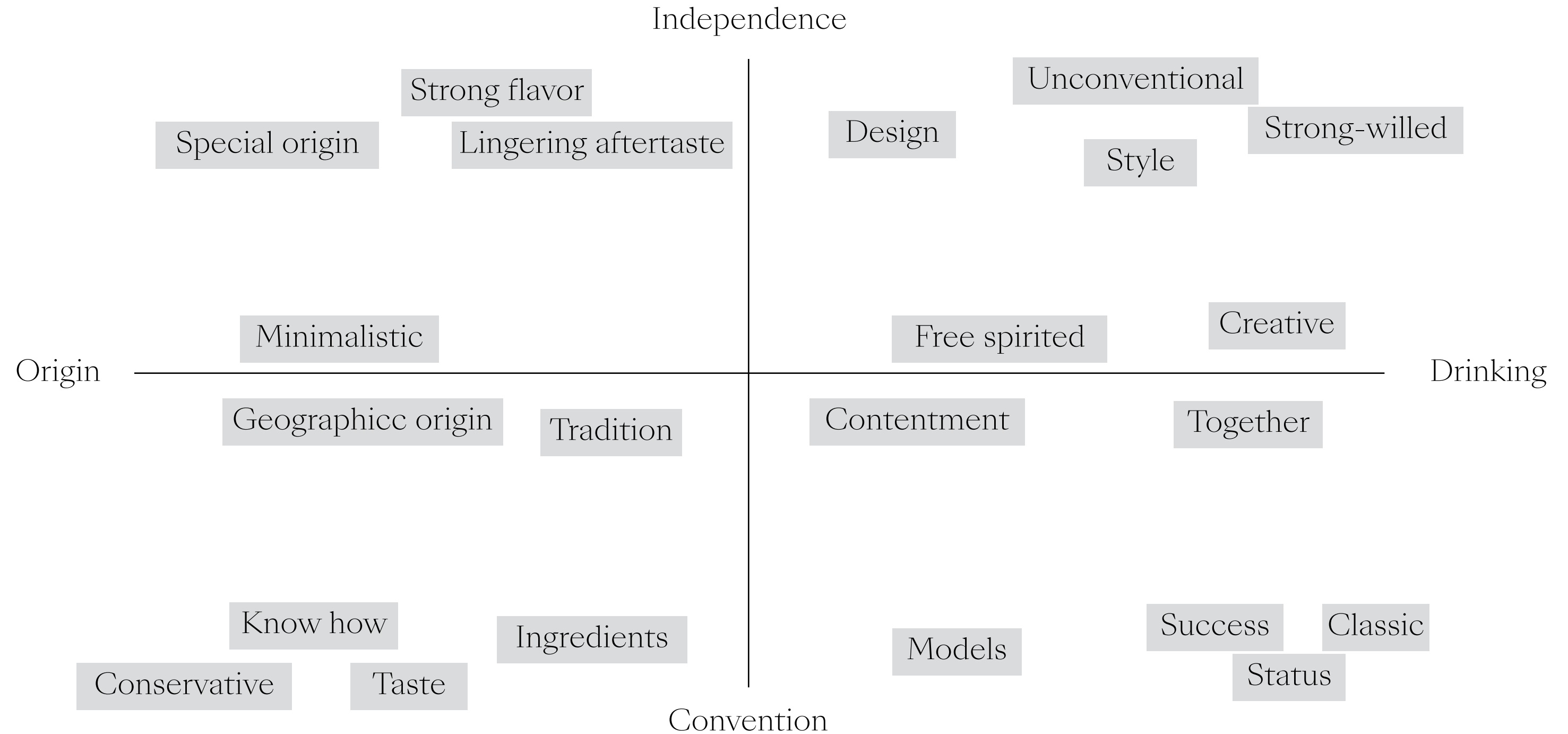


Suze  
(french local case)



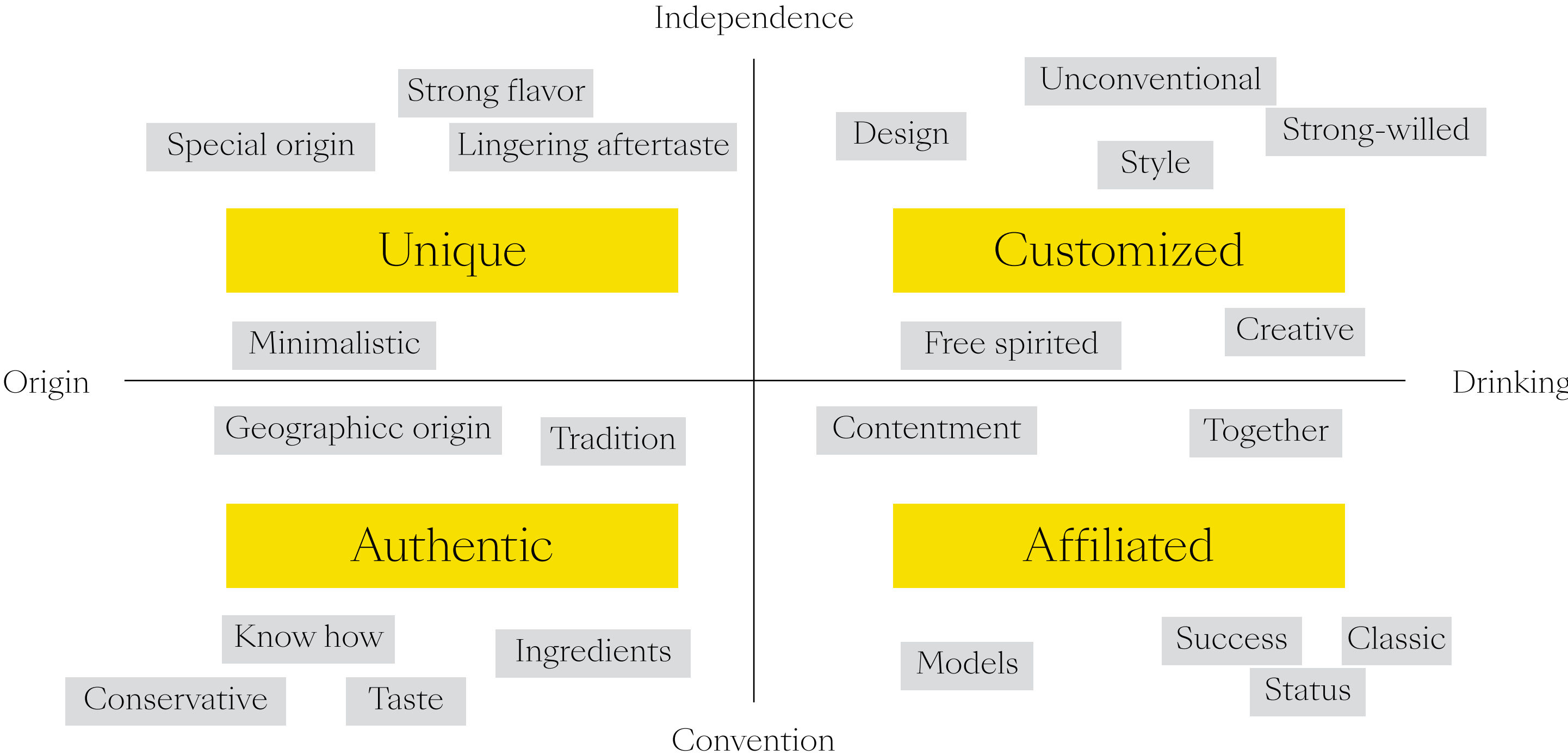


# The different languages that organize the bitter category





# That defines four main expression territories



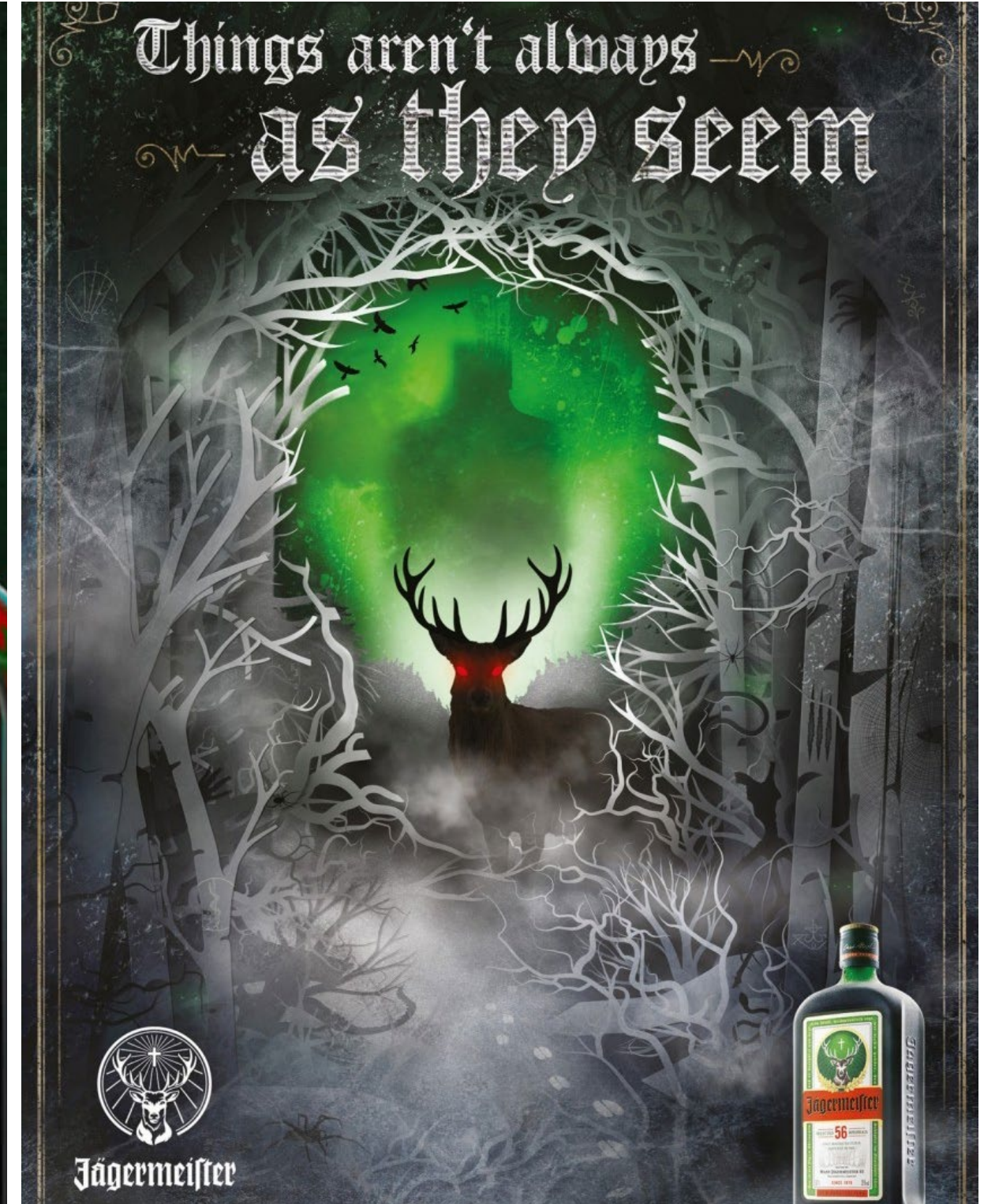


# Jagermeister, dark and terrible bitter





Be strong and enter the rebel community



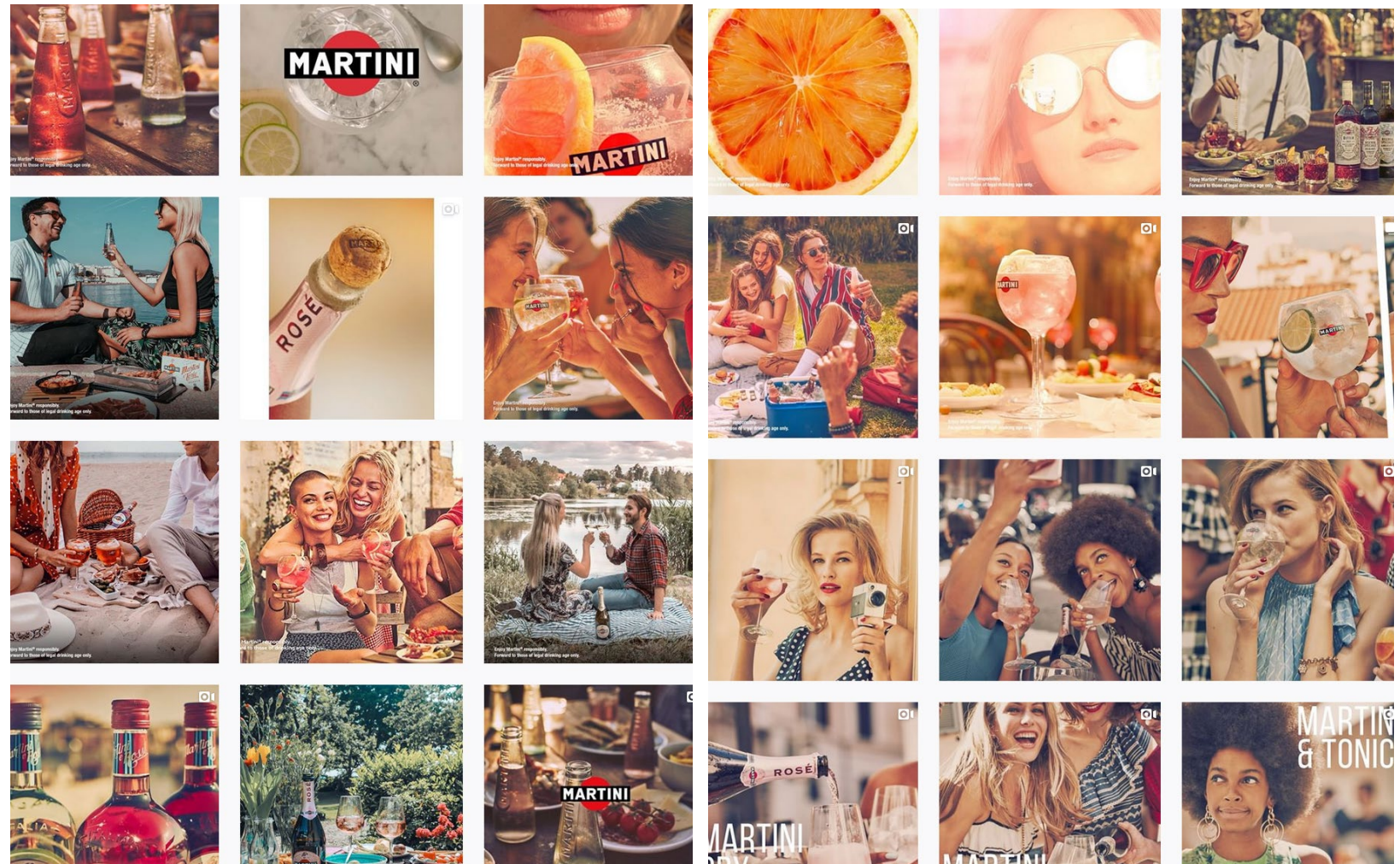
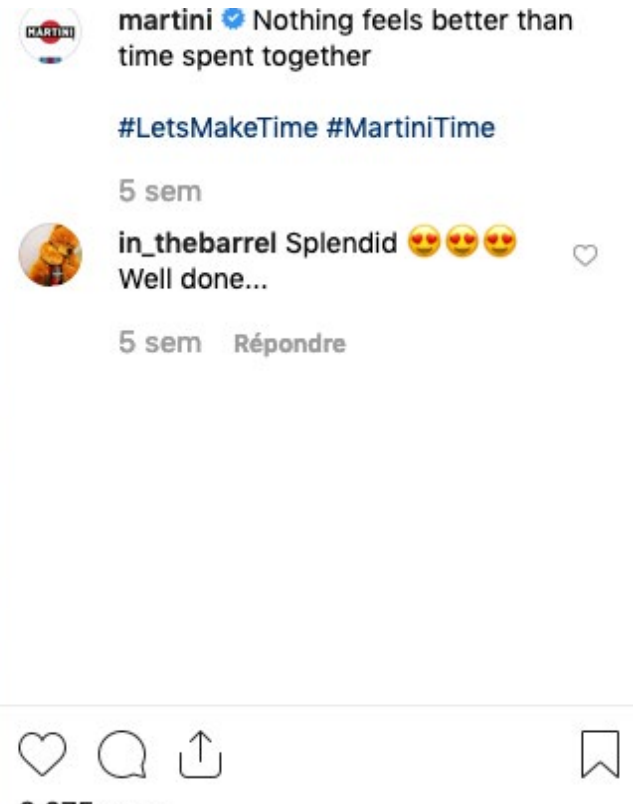


# Aperol, the never-ending holidays, quite static and repetitive



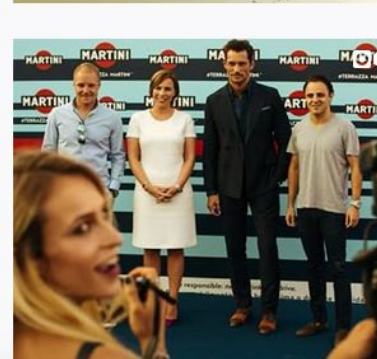
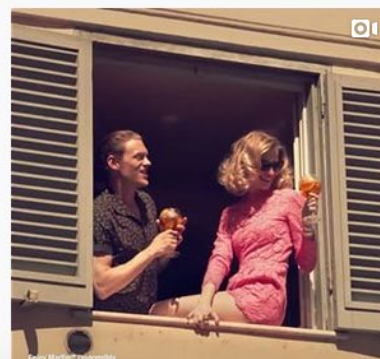
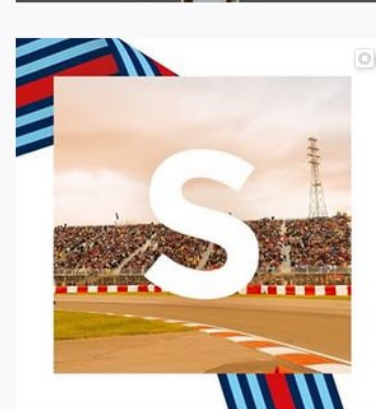
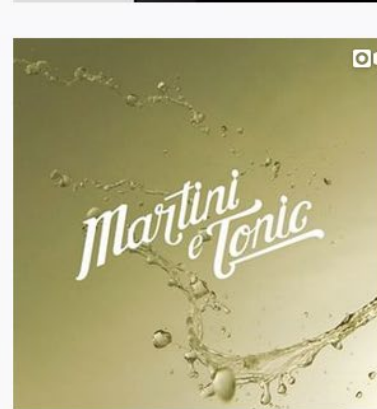
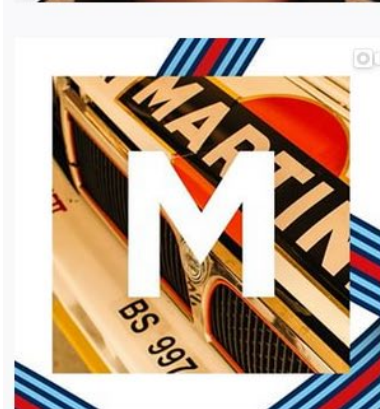
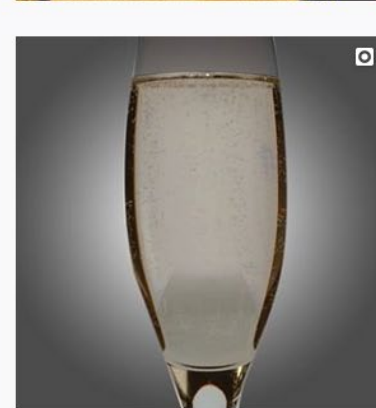
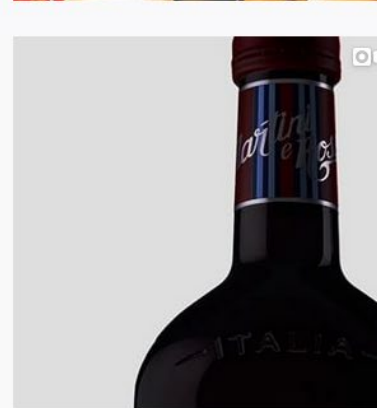
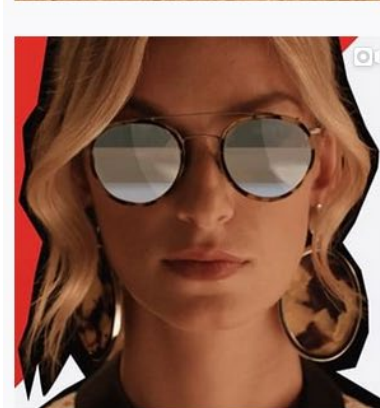


# Martini, a drink as a way to connect people





# And a viril posture mastering speed, engines and time



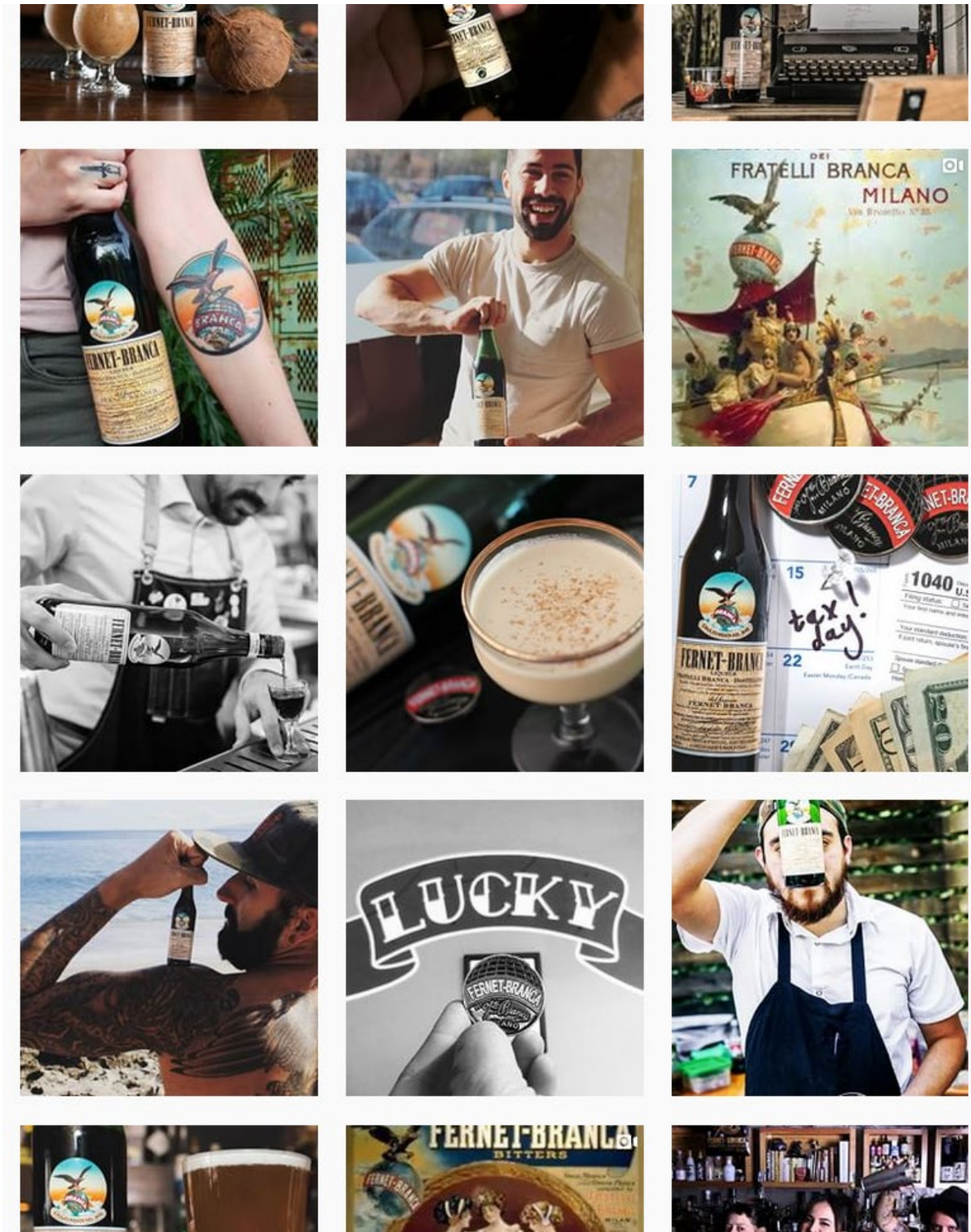
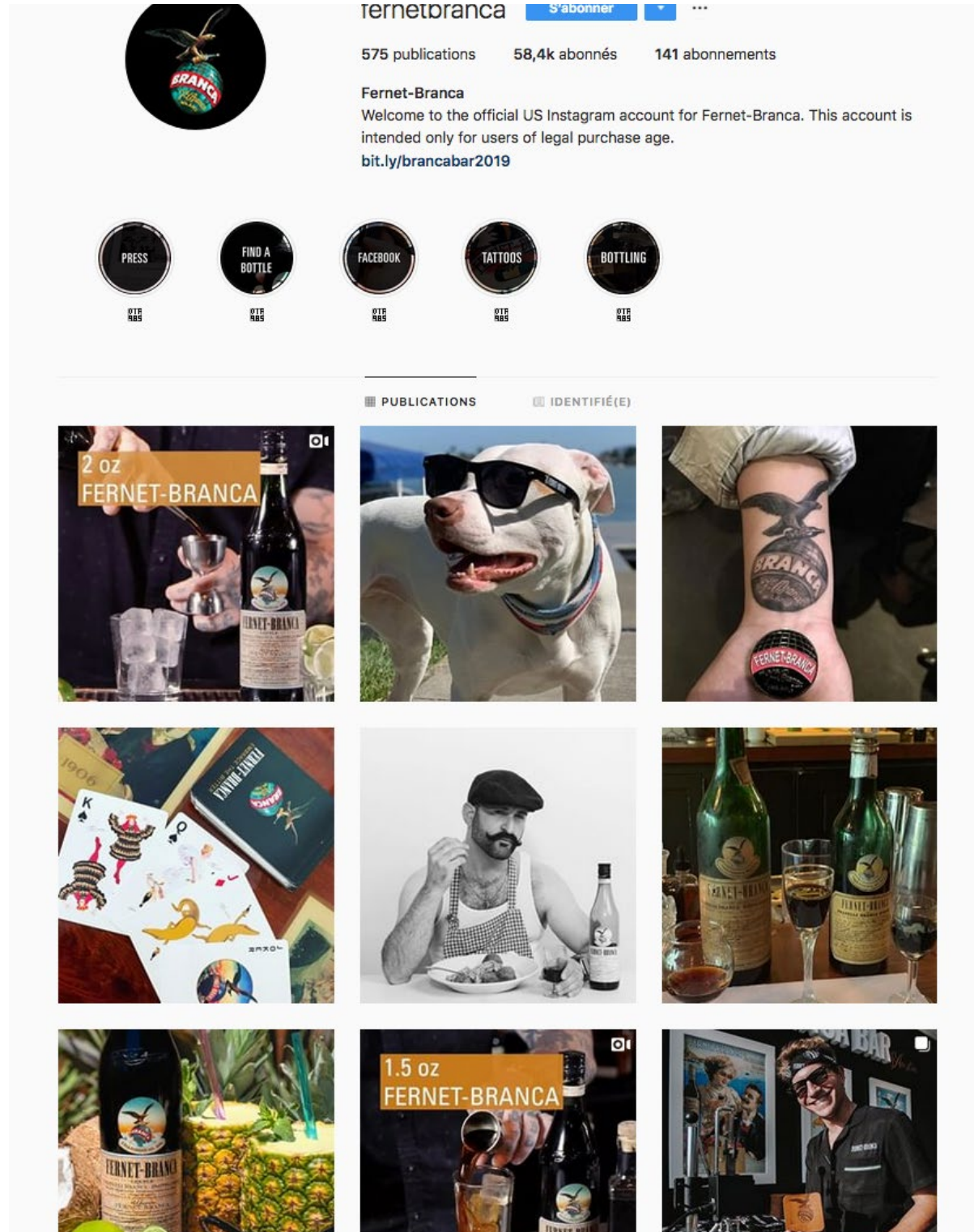


# Fernet Branca, a hint of provocation mixed with humour





# A random brand, quite hipster





# Suze, the taste of good old days

SUZE L'ORIGINALE



DÉCOUVRIR

RACINES DE SUZE



DÉCOUVRIR

SUZE POUR BIÈRE




DÉCOUVRIR

[> Voir toute la gamme](#)



APÉRITIF à la GENTIANE



SUZE L'ORIGINALE

HISTOIRE ET ELABORATION

Marque emblématique de spiritueux français depuis 120 ans, Suze est un authentique amer à la gentiane célèbre pour son goût unique et sa bouteille aux formes élancées.

DÉCOUVRIR



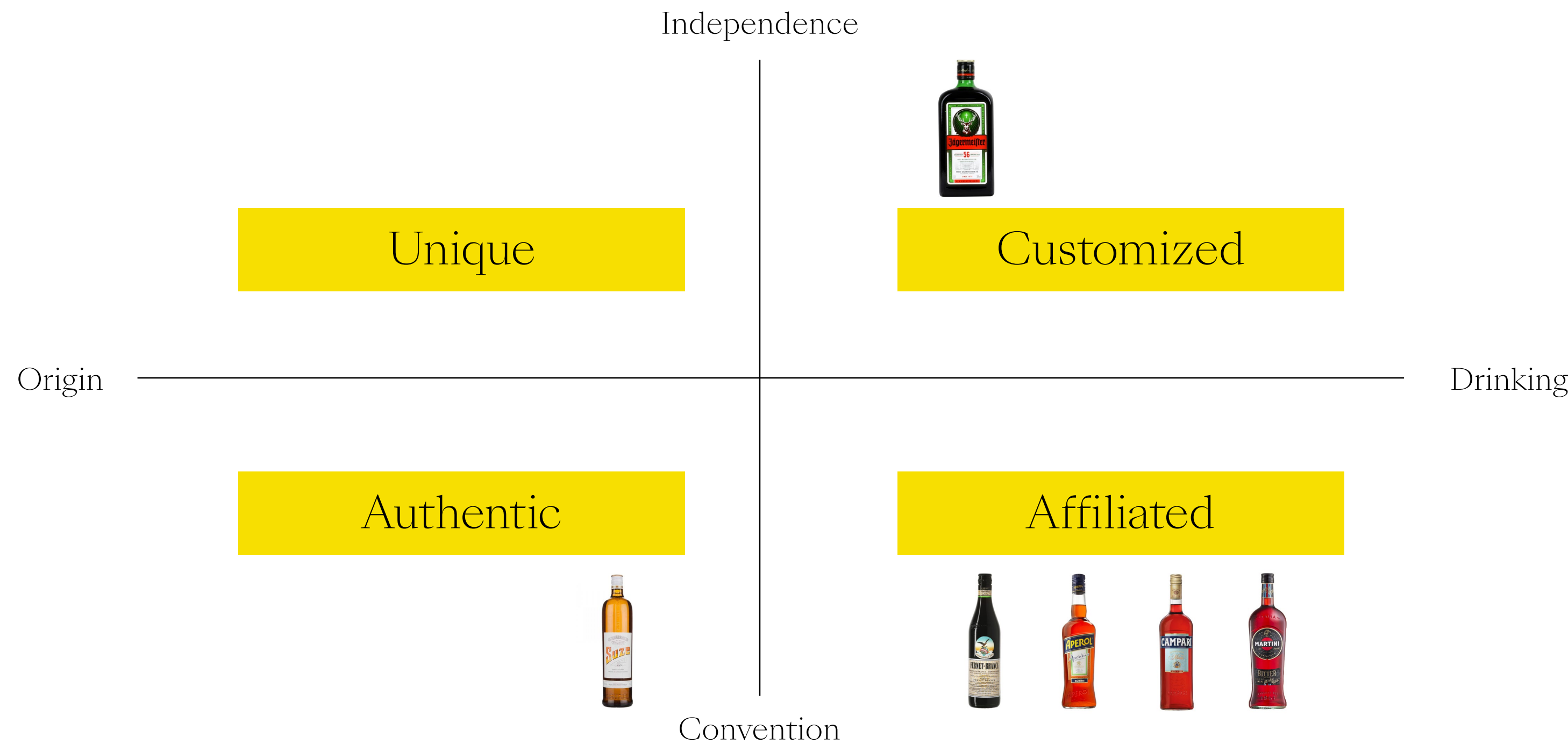


# With an ideal vision of the French vintage life



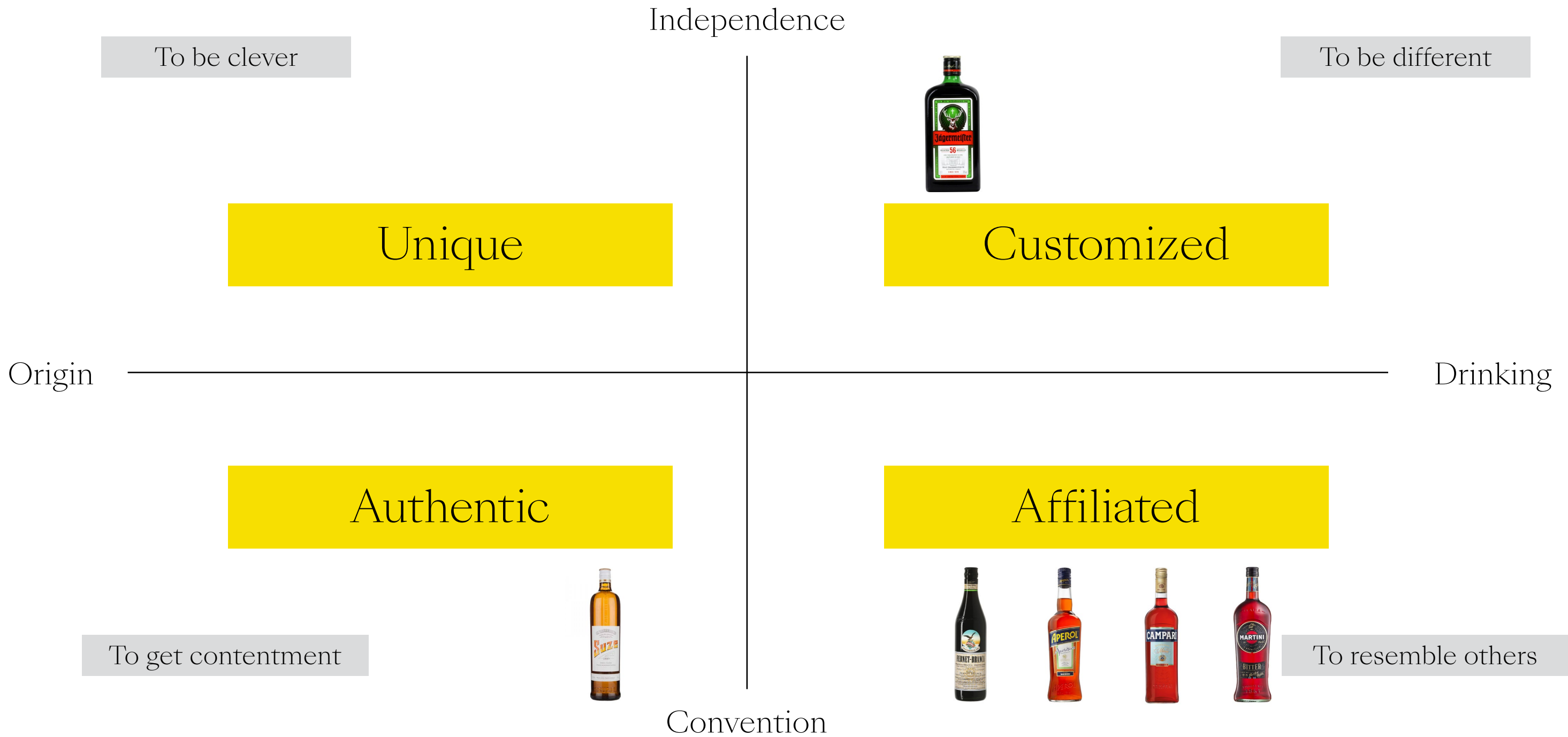


# The brands' position



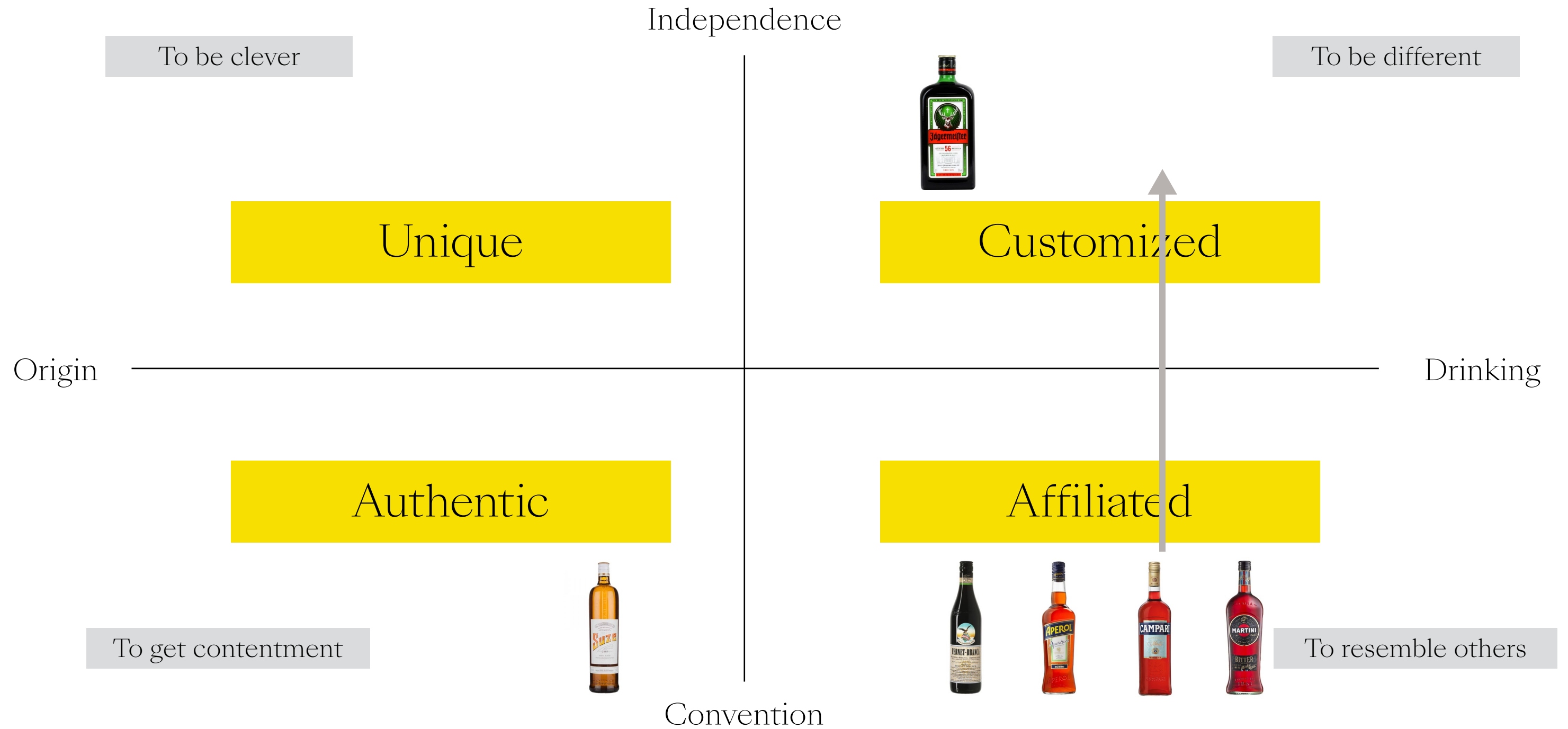


# Each territory correspond to a motivation of drinking





# The new orientation for Campari according to its new platform





A large, white, stylized ampersand graphic serves as a background for the title text.

# *Experience* Drive preference



It is within a visual system's consistency that  
you recognize the greatest brands



The genius of a brand lies in its consistency and the good articulation of its elements

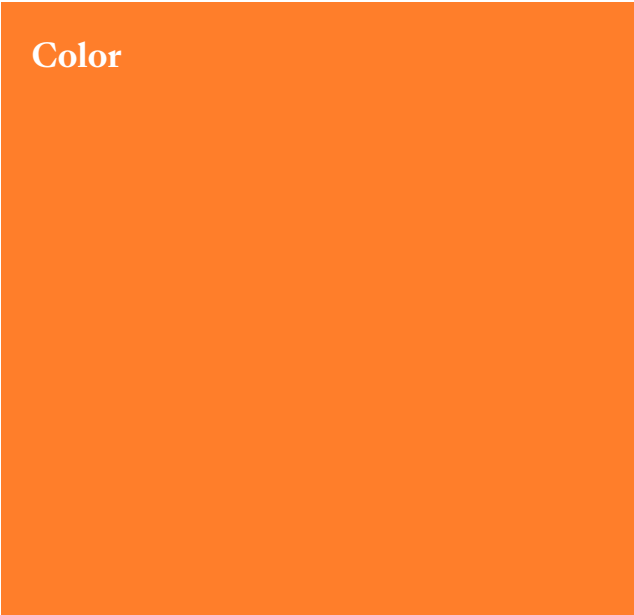
Logotype



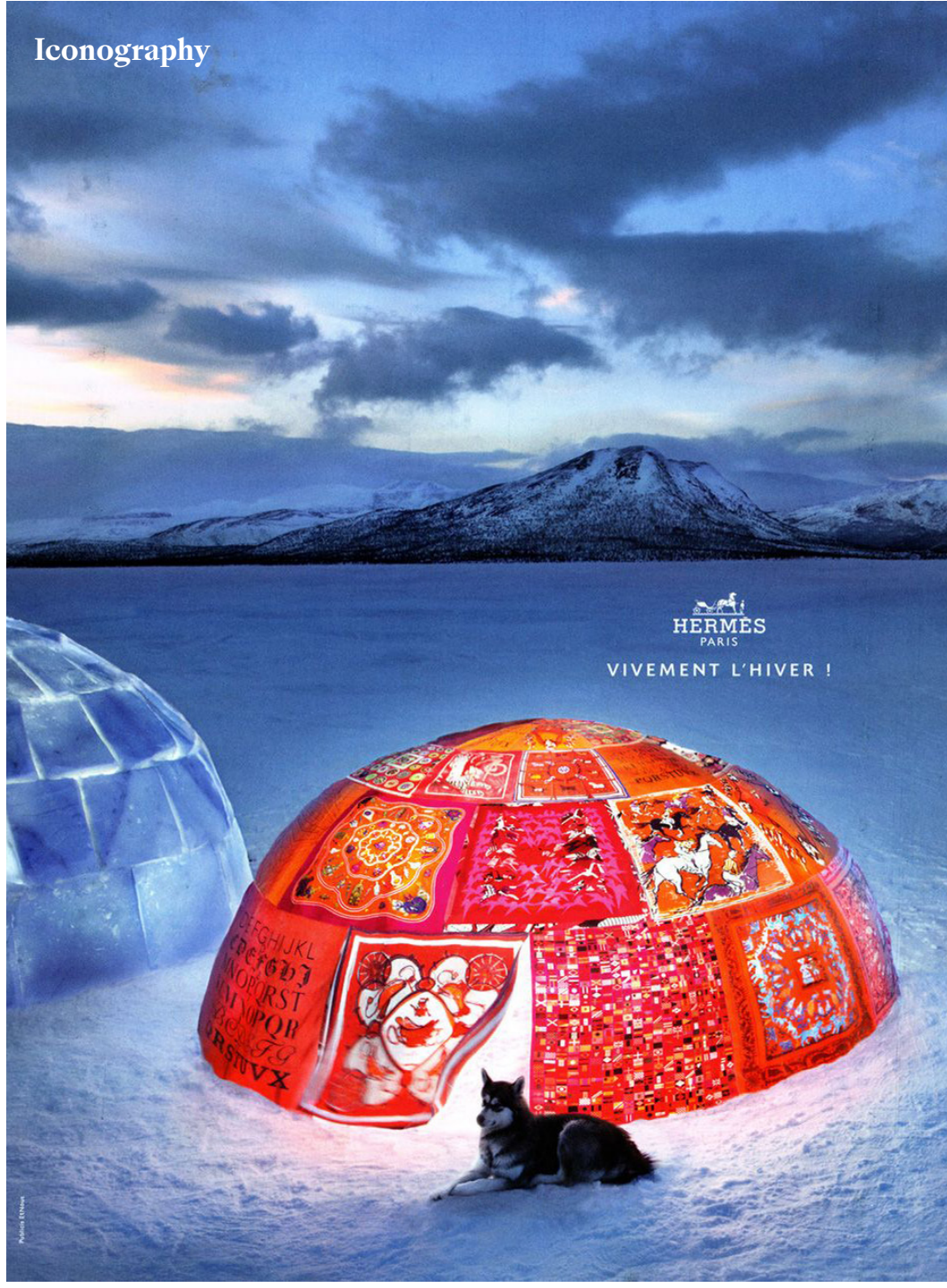
Emblem



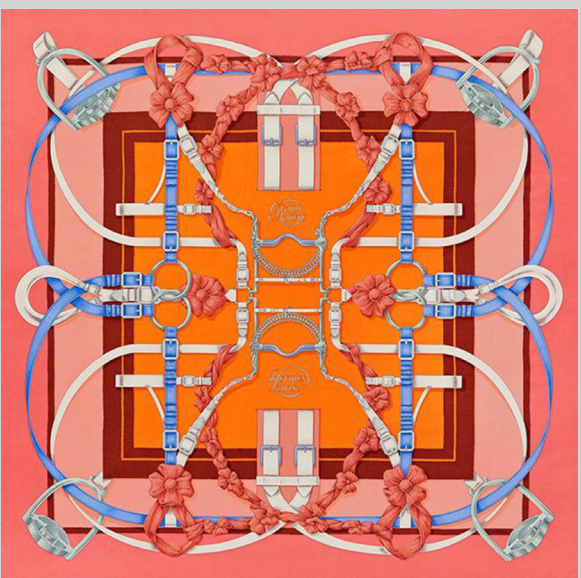
Color



Iconography



Codes



Meaning

Poetry  
and playfulness





# The art of developing an expressive territory is a formidable weapon

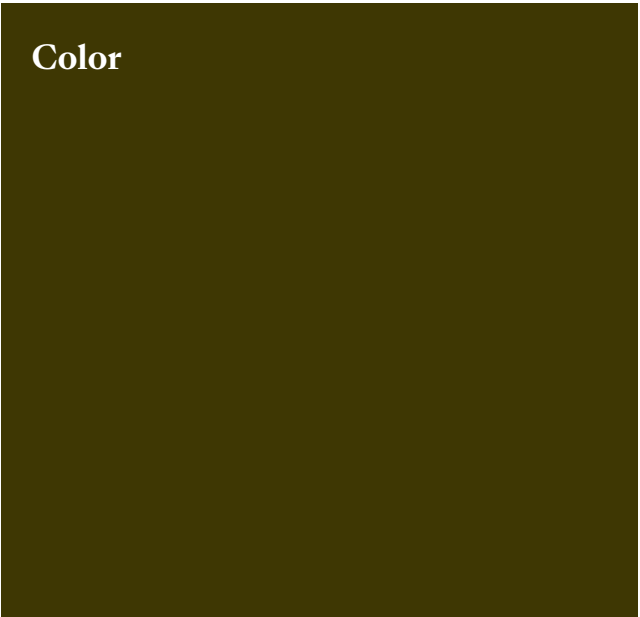
Logotype



Emblem



Color



Iconography



Codes



New icons

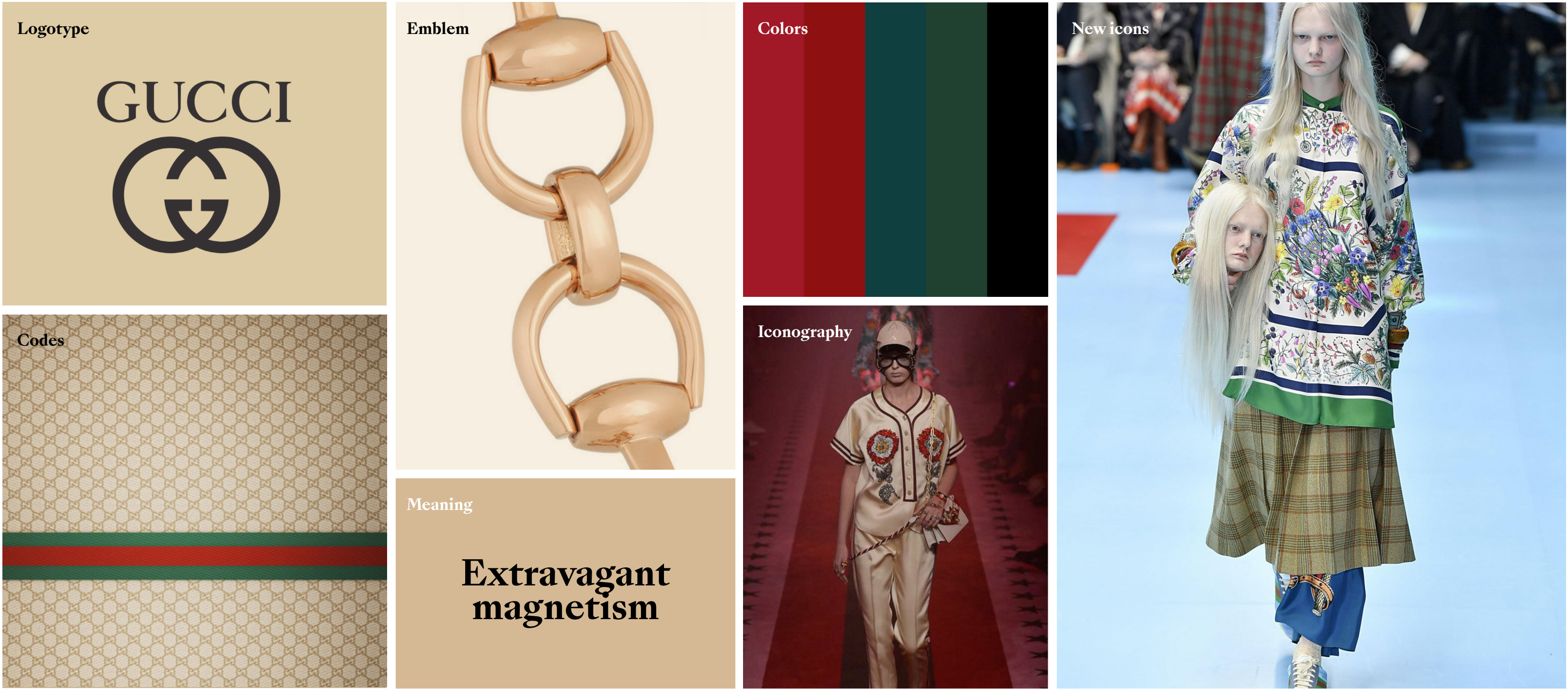


Meaning

Terrible  
and untamed



# Iconic brands know how to reinvent the past within a contemporary language





BE DANDY

*Merci !*