

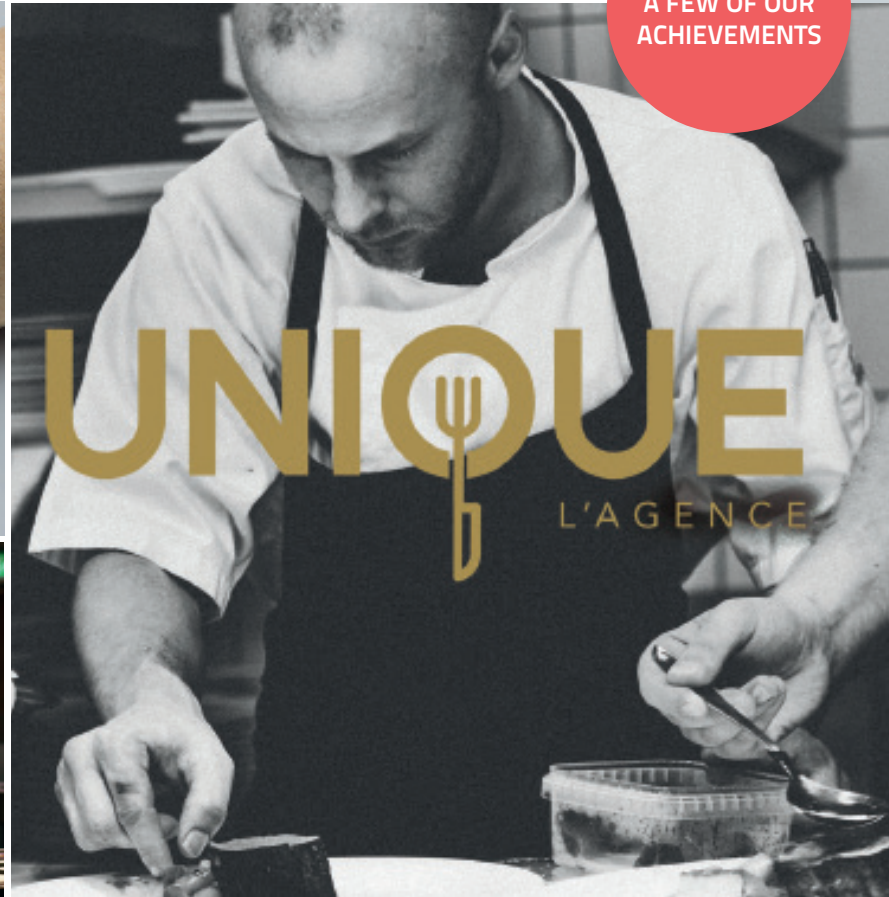
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RÉTROSPECTIVE 2018 / HAPPY NEW YEAR !

1 | CREATION OF A VISUAL IDENTITY MOST... UNIQUE !
UNIQUE, L'AGENCE

CONSULTING :
A FEW OF OUR
ACHIEVEMENTS



A unique identity for a most innovative concept! The brand **Unique, L'Agence** stems from the beautiful idea to represent great chefs before the best gastronomic venues in the world. Kanpei Marketing couldn't miss this opportunity to collaborate on such a gourmet project!



2 | VERY FESTIVE NEW
COMMUNICATION VISUALS
CHAMPAGNE GREMILLET

To start off the year on a positive note, let's take a look at two advertising designs created for our historic client. Against an enchanting backdrop, the brand once again confirms its **audacious and optimistic approach to life!**

3

ZINK COLORFUL DIGITAL STRATEGY DOMAINE ZINK



2018 has been a particularly flamboyant year for Domaine Zink with the rollout of their digital strategy. A social media presence supported by stylish visuals... to create a coherent, more modern, and premium brand image for the estate. To finish the year on a high note, the estate also made its entrance on the Scandinavian market as well as in Paris, where it is on the menu of several CHR establishments. To be continu...



4 CREATION OF VERY PREMIUM CASES CHAMPAGNE GREMILLET

The high-end segment of Gremllet champagnes deserved a bespoke casing. 3 custom cases for 3 cuvées: a sober yet chic design that fully expresses the brand's dearest concept of "life path".

WHAT ABOUT OUR OTHER CLIENTS?...

Let's not forget about the other estates we've worked with throughout 2018 but for whom we cannot reveal our projects as they are of strategic nature. However, we wanted to spare these short lines (they'll know who they are) to warmly thank them for the trust they have placed in us.

WHAT IS NEW ON THE EDUCATION SIDE?

N BOURGOGNE... SWSB FOREVER! U CÔT // WHAT ELSE? É DE LA BOURGOGNE ... SWSB, FOREVER ! In parallel to my interventions for the CIVS Master's Degree for the last 2 years, I've had the opportunity last year to teach within the **SWSB's MBA course** (School of Wine & Spirits Business of the Burgundy School of Business). Thank you very much to J. Gallo, F. Mercier, and J. Thébaud for their trust and friendship. **// IN REIMS... NO TIME TO LAZE AROUND!** Once again this year, we've managed the marketing module for the **Wine Journalism course at Institut Georges Chappaz**, and the **Master's Degree in Wine and Spirit Law** at Reims University. **// WHAT ELSE?** Finally, our new marketing training courses are ready for 2019. Our other staples (training course on packaging, export...) remain available. You're a group of producers and you're interested in our services? Don't hesitate to contact us for an implementation customised to your estate's needs. You can also benefit from these training courses through the joint trade organisations and unions that represent you... Would you like to see feedback on our training courses? You can find our trainees' testimonies (from over 80 estates) on our website.

**DO YOU HAVE A SPECIFIC ISSUE? A NEW CHALLENGE TO EMBARK ON?
DON'T HESITATE TO CONTACT US!**



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