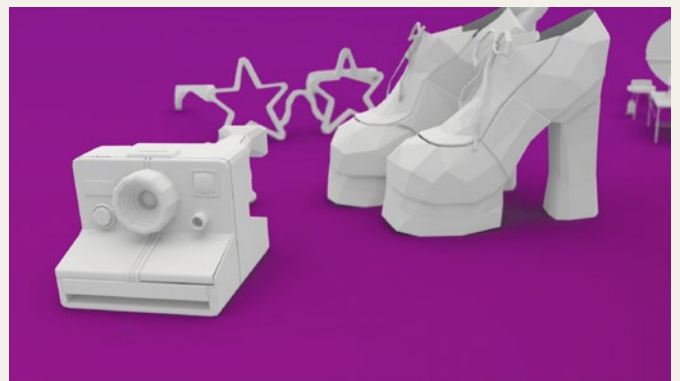


Scholle

In recognition of the 50th anniversary of the invention of the wine cask, the world's leading manufacturer of wine pouches teamed up with key Australian wineries to raise the profile of the cask, dispel common misconceptions, and celebrate this important milestone.

As lead design agency, On Creative's task was to devise a fun, engaging and extendable set of marketing visuals and headlines which could be used by the wineries, and also stand alone. To this end, we crafted a number of immediately recognisable online, press, outdoor and video components that reflected the nostalgia of the cask, as well as its convenience, versatility and iconic status in the lifestyle of Australian wine-drinkers.



Video campaign

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Outdoor advertising



Online banner ads



Magazine and press ads