



## Di@log Co. / Birth of a new brand: Pullus, the wine with taste

### Challenge

The oldest Slovenian wine cellar, Ptujška klet, a member of the Perutnina Ptuj Group, wished to develop a new brand that would symbolize the symbiosis of tradition and a modern approach and represent the harmony of wine and food. In 2007, our combined efforts gave birth to a new brand: Pullus, the wine with taste.

### Strategy and Action

Developing a comprehensive communication philosophy:

- new, young, exceptional;
- synergy with the core business of the Perutnina Ptuj Group (poultry products);
- new positioning.

Comprehensive PR activities:

- press conferences and media positioning;
- events (Pullus parties);
- awards and accolades at wine tastings;
- website: [www.pullus.si](http://www.pullus.si).

Creative visual solutions:

- design of the product brand name;
- redesign of the corporate brand.

### Results

The new Pullus brand name was a complete success: Excellent media coverage and high event attendance, a rise in sales despite a general decline in the sale of wine in Slovenia, and a number of accolades and awards at international wine tastings. In 2008, Pullus was awarded four champion titles (Pullus Sauvignon 2007, Pullus Rose Sparkling Wine 2006, Pullus Brut Sparkling Wine 2005, Pullus Semi Brut Sparkling Wine 2005) and 22 medals.



# Pullus

The wine with taste.

