CAORUNN DISTILLERY

TAPPING INTO INTERNATIONAL WOMEN'S DAY WITH A NEW PRODUCT LAUNCH

WE WERE ASKED TO...

At the height of the pink gin craze we were asked to launch Carounn's raspberry gin. The issue was that the mass audience appeal towards pink gin was around the colour and this gin was clear.

SO WE...

Emphasised what we couldn't disguise. Instead of joining the crowd of pink gins we were proudly #NotPink. We developed a strategic and creative campaign called #NOTPINK, highlighting how real women don't need exclusively pink products, and launched it on **International Women's Day.**

AND ACHIEVED...

8.9k engagements and 100k+ reach in *just one weekend!*

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