



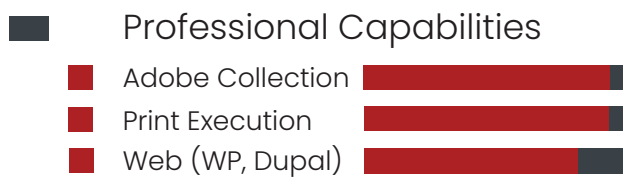
Portfolio.

SELECTED WORK FROM 2020-24

VOLUME. IV



IMPACT MARKETING COMMUNICATIONS



Indexes.

Design/Branding.

Printing.

Web.

Value Adds.

Display/Packaging.

Design/Branding.

Client Name.

GALLO

Brand.

Carlo Rossi

Delivered.

Key Visual

Date.

March 2024



Key Visua for LACM Distribution Area, Suriname

Gallo approached us with a unique challenge: to create a key visual graphic for their LACM distribution area in Suriname. The objective was to seamlessly blend the brand's current campaign theme with the rich culture and vibrant spirit of Suriname, all without depicting any people.





Our creative team embraced this task, designing an evocative visual that encapsulates the essence of Suriname through its iconic landscapes, colors, and cultural symbols. The result is a powerful graphic that resonates with the local audience while maintaining the integrity of Carlo Rossi's brand message.

Client Name.

GALLO

Brand.

Boone's

Delivered.

Varietal Specific Key Visuals

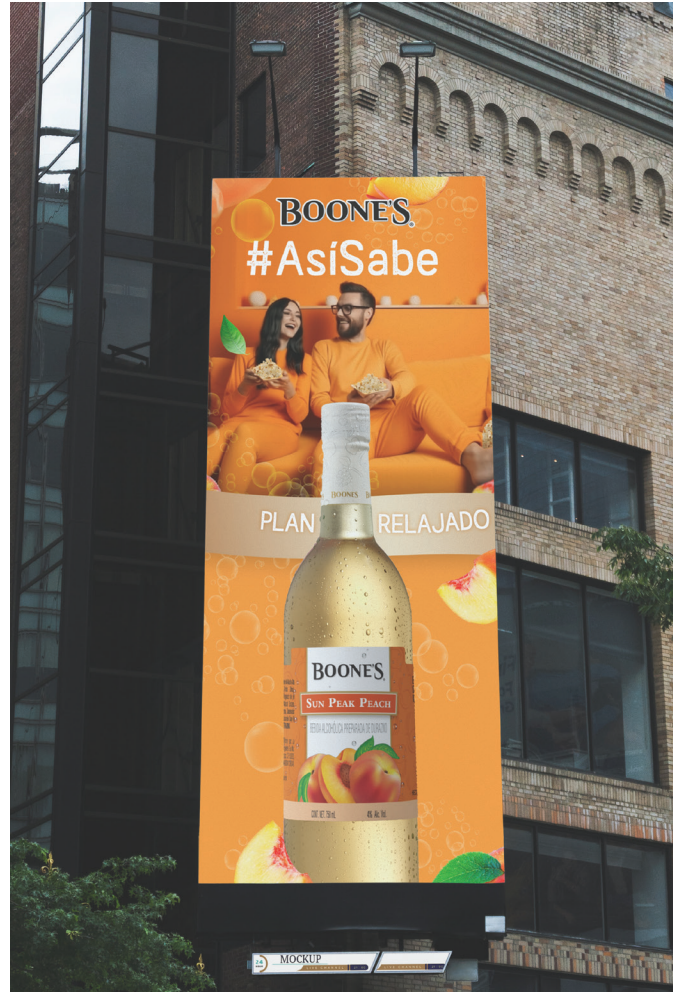
Date.

July 2024



Vertical Campaign Adaptation for Boone's Wine

For Boone's Wine, we undertook the challenge of adapting their existing campaign to thrive in vertical format mediums. Our goal was to ensure seamless integration across a variety of indoor and outdoor executions, maintaining the bottle as the central focus.





From towering billboards to sleek digital screens, we crafted visually captivating designs that spotlighted Boone's Wine, enhancing brand recognition and engagement in every environment.



Printing

Client Name.

GALLO

Brand.

Orin Swift Cellars

Delivered.

Coffee Table Book

Date.

June 2023



Orin Swift Coffee Table Book

We partnered with Orin Swift Cellars to create an exquisite coffee table book that beautifully communicates the winery's unique story in the world of California wines. Designed to captivate and inform, this book offers a deep dive into Orin Swift's rich history, innovative winemaking techniques, and the passion behind each bottle.





As a memorable departing gift, it leaves a lasting impression on visitors, serving as both a keepsake and a testament to their unforgettable experience at the winery. Through stunning photography and compelling narratives, this coffee table book encapsulates the essence of Orin Swift Cellars, making it a cherished addition to any wine enthusiast's collection.



Client Name.GALLO

Brand.Multibrand

Delivered.Print materials all formats

Date.

2023-2024

**GALLO Multibrand Print Materials**

We design, print, and deliver sales support materials and point-of-sale (POS) items for multiple brands. We craft sell sheets, flyers, brochures, and postcards that align with each brand's unique identity, effectively communicating key messages and engaging target audiences. Additionally, we create and deliver a variety of POS items, including backer cards, neck tags, shelf talkers, and danglers. Each piece enhances brand visibility and supports sales efforts, providing robust tools for sales teams to connect with clients and drive sales.





Web

Client Name.

GALLO

Brand.

Maison No.9 (Post Malone),
Apothic, Carnivor, Barefoot

Delivered.

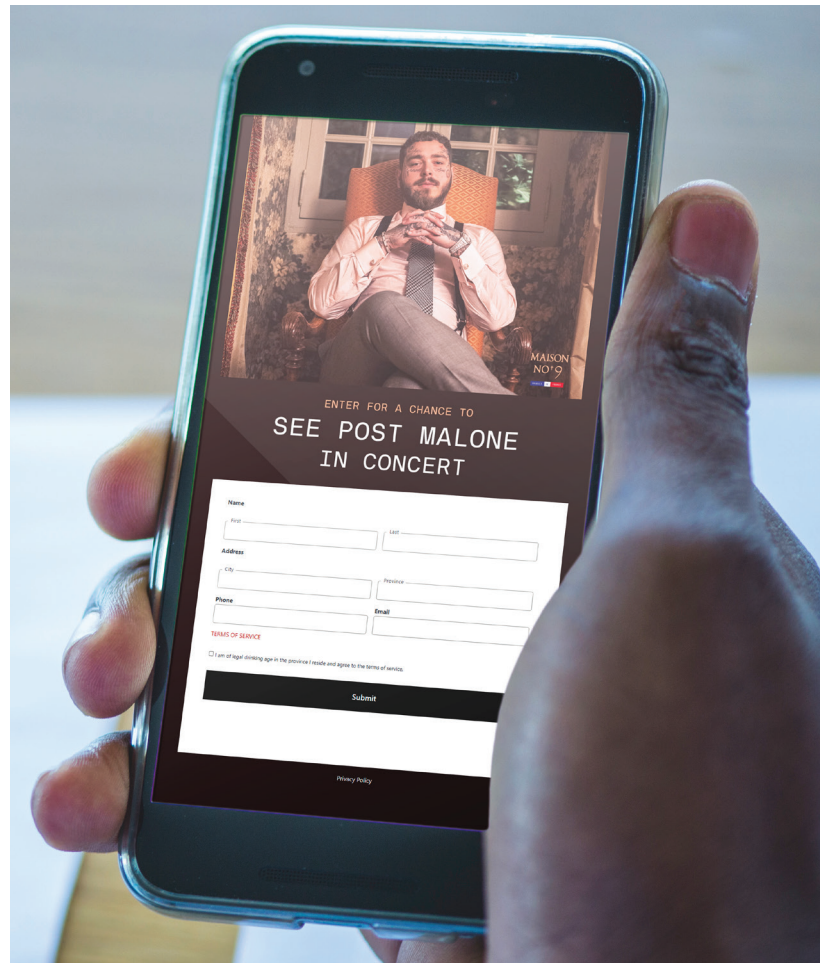
Websites & Contest landing pages

Date.

2023-2024



www.imcpage.ca/postmaloneconcert/

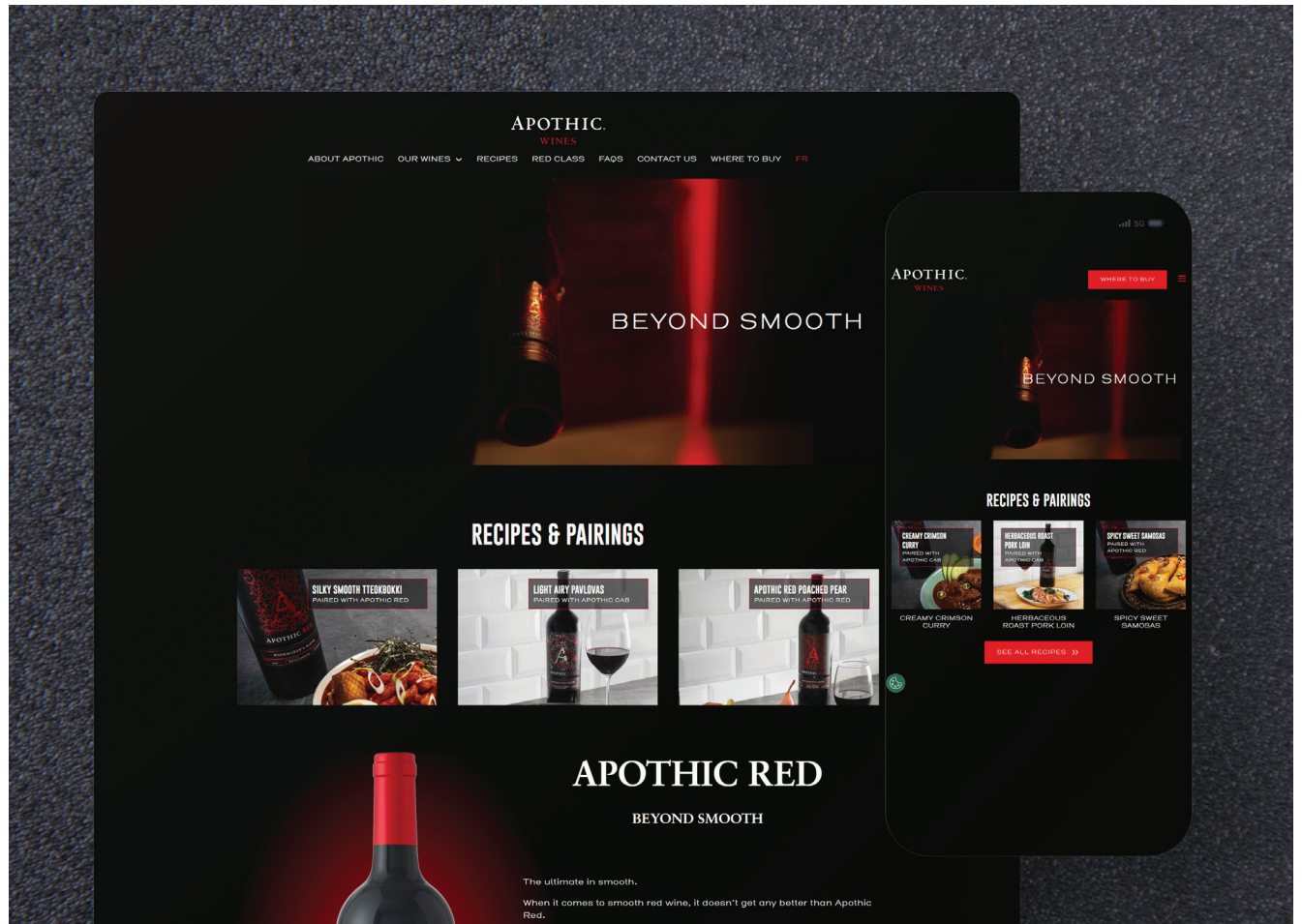


Maison No. 9 Contest Landing Page

We partnered with Maison No. 9, the premium French rosé brand by recording artist Post Malone, to create an engaging contest landing page. The goal was to boost brand visibility and engage fans through a visually appealing landing page platform.

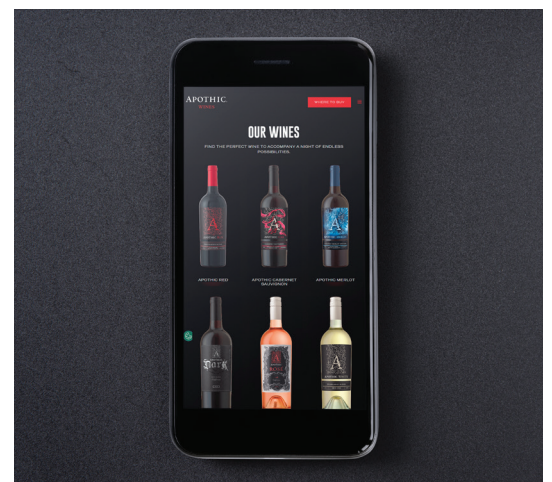


www.apothic.ca



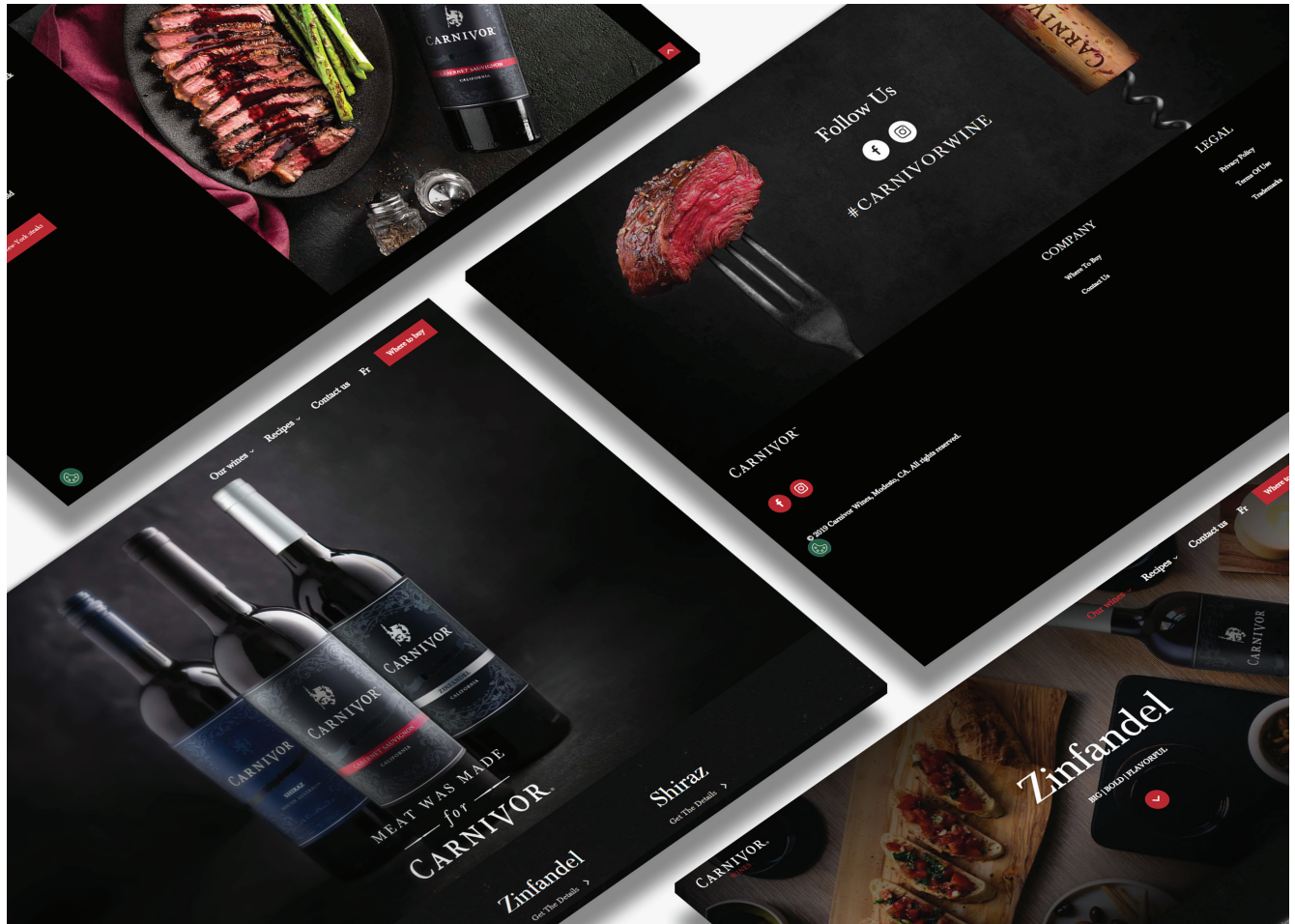
Apothic Wines Canada Website

We collaborated with Apothic Wines to develop a dedicated Canadian website that enhances their brand presence and caters specifically to the Canadian market. The aim was to create a visually striking, user-centric platform that highlights Apothic's unique wine offerings and engages Canadian wine enthusiasts.



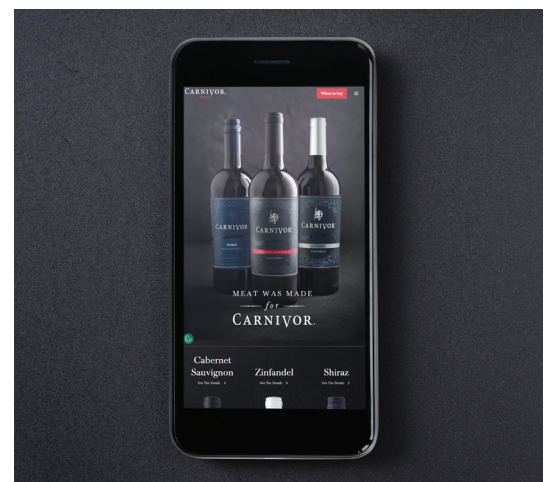


www.carnivorwine.ca



Carnivor Canada Website

We partnered with Carnivor Wines to craft a dedicated Canadian website aimed at boosting their brand visibility and resonating with the Canadian audience. The goal was to design a refined, easy-to-navigate platform that showcases Carnivor Wines' bold selections and captivates Canadian wine aficionados.



www.barefootwine.ca

Barefoot Wine Canada Website

We partnered with Barefoot Wine to create a dedicated Canadian website that amplifies their brand presence and caters to the preferences of the Canadian market. The objective was to develop an inviting, user-friendly platform that showcases Barefoot Wine's diverse offerings and engages Canadian wine lovers.



Value Adds/Promo

Client Name.

Bombardier

Delivered.

Value adds & promo items

Date.

2023-2024



Bombardier Eye Candy Bottle Design

We teamed up with Bombardier to design an eye-catching bottle as a promotional item. The objective was to create a visually stunning and memorable product that captures attention and reinforces Bombardier's brand identity. The Eye Candy Bottle for Bombardier successfully combined bold design with functional elegance, resulting in a promotional item that stands out and effectively represents the brand.



Pfizer Promotional Items

We collaborated with Pfizer to design and produce two key promotional items: a custom umbrella and a set of coffee mugs. The aim was to create functional and appealing items that effectively promote Pfizer's brand while providing practical value to recipients.





Carnivor Wines Bonus Meat Thermometer & Box

We partnered with Carnivor Wines to create a bonus meat thermometer as a promotional item, including the design of the packaging and the sourcing and production of the thermometer. The goal was to deliver a high-quality, functional item that complements the brand's bold identity. The bonus meat thermometer for Carnivor Wines successfully integrated practical design with striking packaging, creating a promotional item that enhances the brand experience and provides real value to customers.



Google Cell Phone Mount

We collaborated with Google to design and produce a custom cell phone mount as a promotional item. The goal was to create a functional and stylish accessory that reinforces Google's brand and provides value to users. The Google cell phone mount project successfully combined practical functionality with innovative design, resulting in a promotional item that not only serves as a useful accessory but also strengthens Google's brand presence.



Displays/Packaging

Client Name.

GALLO

Brand.

Multibrand

Delivered.

Custom displays & packaging designs

Date.

2023-2024



La Marca La Dolce Vita Store Display

We collaborated with La Marca to design a custom store display that vividly communicates the essence of their brand and product. The goal was to create a lively, visually appealing display that captures the spirit of "La Dolce Vita" and attracts customers in retail environments.



Maison No. 9 Store Display Assets

We worked with Maison No. 9 to create custom store display assets that promote Post Malone's rosé wine. The objective was to blend luxury with Post Malone's signature authenticity and eccentricity, resulting in a striking and effective in-store presence.





Gallo Wines Seasonal Window Displays

We partnered with Gallo Wines to design a large window covering that promotes their top SKUs, highlighting the seasonal uses of the wines. The aim was to create an engaging and visually appealing display that attracts attention and communicates the versatility of Gallo's wine selections.





J Vineyards Wine Box w/ Window

We partnered with J Vineyards & Winery to design a special edition wine gift box that elegantly showcases their premium wine. The objective was to create a luxurious, eye-catching package with a window feature that highlights the bottle's unique design.



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Thank you for interest.

