

# Monkey In Paradise

Sales Rise as the Sun Sets on Previous Packaging

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## CHALLENGE

Monkey in Paradise came to CF Napa Brand Design to revamp their fledgling vodka brand to better position it with a Millennial demographic and the cocktail beach culture of their home state of Florida. The packaging lacked cues to communicate the vodka's award-winning status and its high-quality, organic, gluten-free ingredients.

## SOLUTION

CF Napa met the goal with a completely reimagined monkey icon and bold, colorful packaging. The bright colors call to mind an image of classic Florida: warm sun, fun on the beach and life on the water. The new “zen” monkey, printed in a deep blue, sports a cheeky smile while relaxing on top of a pop graphic sunset of bright yellow and orange. The revamped icon supports the brand's motto, “Life is What You Drink from It,” and speaks to the popular sunset toast—a pastime that celebrates the good life and the conclusion of another beautiful day.

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### CLIENT

Monkey In Paradise

### COUNTRY

United States

### PROJECT SCOPE

Logos  
Packaging  
Marketing  
Digital

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## **SOLUTION, CONTINUED**

A teal block of color sets the brand name apart from the illustration. A second cream-colored label adds interest without distracting from the main label. This not only creates a nice home for product details and legal information, it allows the main label to stand out. The blue-green capsule echoes the teal on the label, tying the two together and completing the look. The new package is fun, engaging and supports the quality of the product—a premium craft vodka that truly is, “The official vodka of paradise.”

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## MARKETPLACE RESULTS

Since the relaunch, sales have increased by double digits. In the first full year following the redesign, sales of the vodka with the new packaging design were 6X higher than those of the previous year with the old packaging design. The new label and corresponding case shipper have been positively received by consumers and retailers alike, providing the opportunity to get coveted placement in point-of-purchase displays which has contributed to the redesign's success.

“The CF Napa team was very experienced in the spirits category and it showed in all of our interactions. Their designs were right on the money from the beginning of the efficient process.”

PATRICK  
MCGEENEY  
CEO, CFO  
Monkey In Paradise

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