

Red Heart facelift follows successful 'Live with Heart' campaign

Now, after undergoing a rigorous makeover, Red Heart Rum is back with a new bold. Staying true to its intrinsic elements, authenticity and masculinity were the key components that came to play when the brand's creative brains first decided on this new pack idea.



New Red Heart
Rum Spiced bottle.

"Although some of the more traditional elements can still be spotted in the new design, the new look certainly has a more bold and 'manly' edge to it," says brand manager Sarah Mansfield.

"The broad shoulders of the bottle give a progressive chest out feel and echo the heart as if one were beating in the very 'chest' of the bottle. The tapered sides end in a chunky base, solidly and proudly grounding it in its Caribbean heritage."

Brand Union, which developed the new design, says, "The feedback on the new look has been overwhelming. Our challenge was giving the bottle a premium look in line with the quality liquid without taking away its heritage. The sides of the bottle are embossed to give a firm grip to the bottle so that it feels good in the hand and reflects the line work texture on the label design." The bulged neck gives a nod to traditional rum bottles, as well as echoing the original bottle.

In addition, what is the brand without its iconic blood red heart and look? Whilst these elements are still on the label, the sugar cane now has a slight livelier, edge to it, making it stand out.

"After an inspired, bold new positioning of 'Live with Heart', which is a call to men and women to live a life that is true to who they are, we needed to create packaging that echoed this. I think it looks more true to itself now," concludes Mansfield.





**RED
HEART**

**ORIGINAL
CARIBBEAN RUM**

A unique blend of premium old
time rum distilled from molasses,
cane sugar, and other natural
flavors.

The Caribbean spirit of life.

The old Red Heart Rum pack design.





New Red Heart Rum packaging design.

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