

ACHIEVING STRONG CONCEPTS

Research. Research. Research.

And then research some more.



BACARDI.

In 1862 Cuban wine merchant Facundo Bacardi, originating from Spain, acquired a distillery in Santiago de Cuba. This facility used the method developed by Bacardi for refining sugar and liquor into a white-colored, mild rum. Because there were a large number of bats living under the roof of the distillery, it was decided that it was appropriate to also show the bats on the brand of its white Bacardi Rum products. It's worth mentioning that fruit bats are a symbol of good luck in Cuba.

Concepts.



This logo depicts a crocodile and heralds back to the days of Rene Lacoste, who won the 1925 and 1928 Wimbledon tournaments. At the time of these tournaments, the tennis players still were required to play their games wearing full white shirts with standing collars. "The American press nicknamed me 'the Crocodile' after a bet that I made with the Captain of the French Davis Cup team. He had promised me a crocodile-skin suitcase if I won a match that was important for our team. The American public stuck to this nickname, which highlighted my tenacity on the tennis courts, never giving up my prey! So my friend Robert George drew me a crocodile which was embroidered on the blazer that I wore on the courts." -Rene Lacoste
The crocodile is issued on shirts and on the marketing for the business still today.

Concepts.



This popular gentleman's magazine has been running since 1953, when it was first introduced by Hugh Hefner. The logo depicts the image of a hare because it has a funny and sexual connotation, and looks a bit playful with the bowtie. Hugh believed that the hare in the tuxedo was charming and amusing. By 1959 the brand was already so well known that when letters were sent with incorrect address to the Playboy business they were successfully directed to the correct location.

Concepts.



The worldwide coffee phenomenon that is Starbucks first began in 1971 when the founders opened their inaugural store. Now there are more than 7,500 stores across the globe under the brand of Starbucks Coffee Houses, serving more than 22 million guests annually. The world famous logo represents the environment with which the company was established in the lakes area of Seattle, Washington. In addition, the logo depicting the lady and the water dates back to the old sailor tradition of transporting coffee and the coffee trade.

Concepts.