



### Imperia POS Components

For the U.S. test-marketing of Russian Standard & Imperia vodkas, Remy Cointreau USA called upon Page2 to develop the majority of the print marketing, advertising, POS components and packaging. During this period of its developing strategy, Imperia — the flagship of the Russian Standard line — featured a striking red background that was as bold as the brand's tagline... *Vodka is Russian and this is Russia's #1 luxury vodka.*