



Russian Standard & Imperia Sheets

The #1 vodka brand in Russia would be making its first trip to America. Both of its marques — Russian Standard & Imperia — would be piloted in major cities across the U.S. Remy Cointreau USA would be responsible for all marketing & distribution efforts, so they called upon Page2 — who had served many of their brands for 10+ years — to develop the majority of the print marketing, advertising, POS components and packaging for this critical initial launch.