

Annexe 2 – Présentation de la dernière innovation produit : Affinity

Affinity
BY ACKERMAN

TEL UN ECRIN...

Un écrin de sensualité et de raffinement...

The diagram illustrates the branding and design elements of the Affinity sparkling wine bottle. Red arrows point from descriptive text to specific parts of the bottle and its packaging.

- Coiffe argentée → chic et tendance**: Points to the silver cap.
- Image raffinée et statutaire**: Points to the overall aesthetic of the bottle.
- Couleur antique**: Points to the gold color of the bottle.
- Design épuré**: Points to the minimalist design of the bottle.
- Papier nacré**: Points to the paper-like texture of the label material.
- Marque : complice et proche (Affinity... ou plus si affinité)**: Points to the brand name and slogan on the label.
- Classe de produit**: Points to the product category.
- Impact & lisibilité**: Points to the readability and impact of the product information.
- Bénéfice «produit»**: Points to the product benefit "SANS SUCRES".
- Caution réassurance (marque Ackerman)**: Points to the Ackerman logo on the neck label.

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