

shanken newsdaily

ALIZÉ PASSION

Life Is More Fun In Color

Kobrand Corp. is backing passion fruit liqueur brand Alizé with an outdoor campaign this summer focusing on the New York metro area. The push, titled “Life is more fun in color,” includes more than 350 individual ad units across outdoor venues throughout New York City, and coincides with a tasting campaign on the brand taking place throughout New York state. Alizé includes Red Passion, Blue Passion and Gold Passion variants.

Staff - May 15, 2014