



BISH CREATIVE

AVIATION GIN

The assignment was to develop an impactful merchandising tool supporting the explosive growth of AG which has experienced double digit growth since inception a few years ago. The story needed to relate to today's consumer yet capture the nostalgia of America's gin.

It was important the display was portable, captured minimal floor space, and held an ample amount of product. This gin was created in partnership with Ryan Reynolds, a globally recognized actor, therefore, it was a priority to tie in his wit and humor into the personality of Aviation Gin. This gin is extremely popular with the millennial and Gen Z group, ages 25-45. The uniquely designed staircase allowed for ease of shopping for consumers and replicated the authenticity of the stairwell commonly used for boarding during the onset of commercial aviation.

[See more on Aviation Gin on our Website.](#)

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