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Juggernaut Wines launches animated campaign inspired by bold nature-themed labels

New video ads bring wine labels to life, showcasing the resilience and strength of vines in extreme environments

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Juggernaut Wines has launched a new animated video campaign to bring its bold, nature-inspired wine labels to life. The campaign showcases the essence of Juggernaut wines, made from grapes grown in challenging conditions that result in wines with depth and character. Jessica LaBounty, Director of Marketing at Bogle Family Vineyards, explained that the wines reflect the power of nature, with each bottle offering a sense of adventure.

The labels feature striking illustrations by artist Ivan Belikov, depicting a lion for Cabernet Sauvignon, a great white shark for Chardonnay, an osprey for Pinot Noir, and a killer whale for Sauvignon Blanc. LaBounty noted that many customers are initially

drawn to the wines by the eye-catching label art. The campaign aims to expand on these illustrations by animating them and telling a deeper story.

The videos, created by Agency SOS and production company Laundry, include 15- and 6-second clips that will run as YouTube pre-roll ads throughout the year. John Kovacevich, Creative Director at Agency SOS, said the goal was to transform the static illustrations into dynamic, moving worlds that reflect the qualities of the wines. Each predator symbolizes the resilience and strength of the vines, which thrive in extreme environments.

The campaign immerses viewers in the rugged landscapes where the grapes are grown. For example, the lion represents the bold and muscular Cabernet Sauvignon, moving through rocky hillsides. The osprey, symbolizing the Pinot Noir, soars over the Russian River Valley. The great white shark, tied to the Chardonnay, reflects the coastal climate where the grapes grow. The killer whale, representing the Sauvignon Blanc, embodies mastery of its environment.

Laundry Studios played a key role in animating the illustrations, creating visually rich mini-stories. Kovacevich explained that the team imagined what might have happened just before the moment captured in each label, bringing the concepts to life with detailed animation. The campaign highlights the connection between the wines, their labels, and the environments that shape them.