



SMERALDINA

Appetizers
Spinach Cheese Wontons (8) 4.99
Crispy wontons filled with spinach and cheese.
Spring Rolls (2) 4.99
Crispy rolls filled with pork, cabbage, and carrots.
Spring Rolls (2) 4.99
Crispy rolls filled with beef, mushrooms, and carrots.
Spring Rolls (3) 2.99
Crispy rolls filled with pork, cabbage, and carrots.

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DELIVERING BRAND RECOGNITION, ONE BOTTLE AT A TIME

Smeraldina, an Italian-based bottler and distributor of premium artesian water, was looking to enter the U.S. market. Blu Sky used focus-group research to identify a lack of brand name recognition in the states and crafted a new brand specifically for the U.S. market – Emerald Water. The new name and our strong creative strategy enabled the Emerald brand to become increasingly relevant in the restaurant and retail environments. The success of the program gave us the opportunity to redesign the Smeraldina ad and water bottle labels.

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