

PRESS RELEASE

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The Phoenix wins Gold in the Muse Design Awards!

For the design of the bottle and case for Magtoff Vodka

The Phoenix is ecstatic for winning GOLD! This time our exceptional team of Brand Strategists and Designers are recognized by @museaward for the outstanding design of Magtoff Vodka's bottle and case.

The Phoenix performed an in-depth analysis of the competitive spirits landscape, focusing on foreign and domestic premium vodkas to determine potential Go-To-Market scenarios. Following this initial research, The Phoenix conducted several Brand Development and Brand Strategy sessions to establish the Brand Fundamentals that were essential in creating the Visual Representation for Magtoff. The Phoenix incorporated design cues in the bottle and case that highlight and evoke the premium nature of the Brand, while providing a distinct look that differentiates Magtoff, both on and off premise in the highly competitive US premium vodka segment.

Magtoff Vodka provides the smoothest and highest quality premium vodka for adult connoisseurs who want to enjoy ultra premium spirits. To learn more about Magtoff, go to @magtoffvodka

Go to <https://design.museaward.com/winner.php> and check out this amazing work and other award winners!

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

Learn more about us at PhoenixLMG.com or find us on Social Media Platforms @PhoenixLMG