

# Campari reveals new brand identity at TFWA Cannes

[Campari](#) revealed its new brand identity and bottle re-design at the TFWA World Exhibition. The brand's stand space in the Bay Village was transformed into a new premium lounge experience – an homage to Campari's history of cocktail-making since 1860 and Campari Group's second-largest spirit brand by volume, accounting for 11% of company sales in 2022.

Stepping into the world of Campari, the first stop is the elegant bar where visitors could enjoy a choice of cocktails made to order by leading Campari bartenders from Milan. Interactive digital storytelling in the lounge brought to life the versatility of Campari in various cocktails and its enduring connection with the Negroni, the world's most popular cocktail, according to Drinks International's latest poll of leading bars. To emphasize the relationship between Campari and the iconic Negroni cocktail, the menu included a signature version created uniquely for TFWA.

The big reveal in travel retail is the new visual identity and an elegant re-design of the Campari bottle, inspired by Milano and reflecting the sleek, minimalist fashion and contemporary design that the city is known for. It is a visual homage to the city, combining effortless and understated elegance.



The redesigned Campari bottle

Before TFWA got underway, delegates arriving at Nice Côte d'Azur airport, Terminal 1 were welcomed with a Campari campaign takeover of the Arrivals journey through the terminal. This built on a series of highly successful Campari activations over the past summer that were recognized in two major

industry awards: winning a Gold medal in the Marketing Activation of the Year category at the Drinks International Travel Retail Awards 2023 and as a finalist in Campaign of the Year at the Frontier Awards 2023.

In May 2023, the new brand identity featured in high-profile activations at Nice Côte d'Azur airport and Nice and Cannes private airports to mark Campari's high-profile partnership with the 76th Cannes Film Festival. The immersive campaign targeted multiple touchpoints to amplify the brand's premium positioning to arriving and departing passengers at the French airports during the festival, including immersive branded red-carpet tunnels in Terminals 1 and 2 echoing the glamorous entrance to a major film première. Other elements included digital merchandizing and the sampling of Campari Spritz cocktails in the Lagardère stores at Nice airport; a branded Campari Spritz bar in the T1 Non-Schengen lounge; and complimentary Campari cocktails for arriving VIP guests at Nice and Cannes private airports. The month-long activations were highly successful, reaching over 650,000 passengers and delivering triple-digit sales growth of Campari in Lagardère stores.