

RGBC appoints Stratitude to promote Wixworth Gin

RGBC has appointed Stratitude to promote Wixworth Gin's new "Be a classic" positioning.

Wixworth Gin's and RGBC's brand manager, Zonja Penzhorn, spoke on the appointment, saying:

“ We appointed Stratitude because they instantly understood and embraced our brand and positioning. They are a humble group of people who celebrate each other's uniqueness and want to make a real impact. It's what makes them original. ”

Wixworth was launched to market in 2017 as a renosterbos-infused dry gin.

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