



WINES & VINES PACKAGING CONFERENCE



# MOVING BEYOND YOUR HOUSE PALETTE IN PACKAGE DESIGN

Yountville, CA  
August 16, 2017

#wvpack

'A SHIP IN HARBOR IS SAFE, BUT IT IS NOT  
WHAT SHIPS ARE BUILT FOR'



CHALLENGES THAT IMPACT PACKAGE DESIGN

UNHITCHING BRANDS FROM THEIR CATEGORY CHAINS

THE BRAND BRIEF AND ITS ROLE IN THE RESULTING PACKAGE DESIGN

THE ROLE YOUR DESIGN TEAM CAN PLAY

# INTERNAL CHALLENGES

COG  
CONSTRAINTS

PRODUCTION  
RESTRICTIONS

SUPPLIER  
*LIMITATIONS*

LAUNCH  
TIMELINE  
ISSUES

PRIMARY  
CHANNEL  
FOCUS

MULTIPLE  
*STAKEHOLDERS*



# EXTERNAL MARKET CHALLENGES

SHRINKING # DISTRIBUTORS

SATURATED  
MARKET

CATEGORY  
*LIMITATIONS*



E X P A N D I N G  
UNIVERSE OF SKU'S

LOW  
MEDIA  
SPEND

'CREATING TRACTION IS THE NUMBER ONE GOAL'

'DEMAND CREATION LARGELY RESTS ON PACKAGING AND  
CONSUMER RESPONSE AT THE POINT OF SALE'

'67% - PACKAGE DESIGN #1 MKTG LEVER'













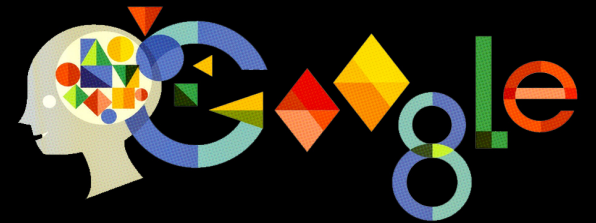




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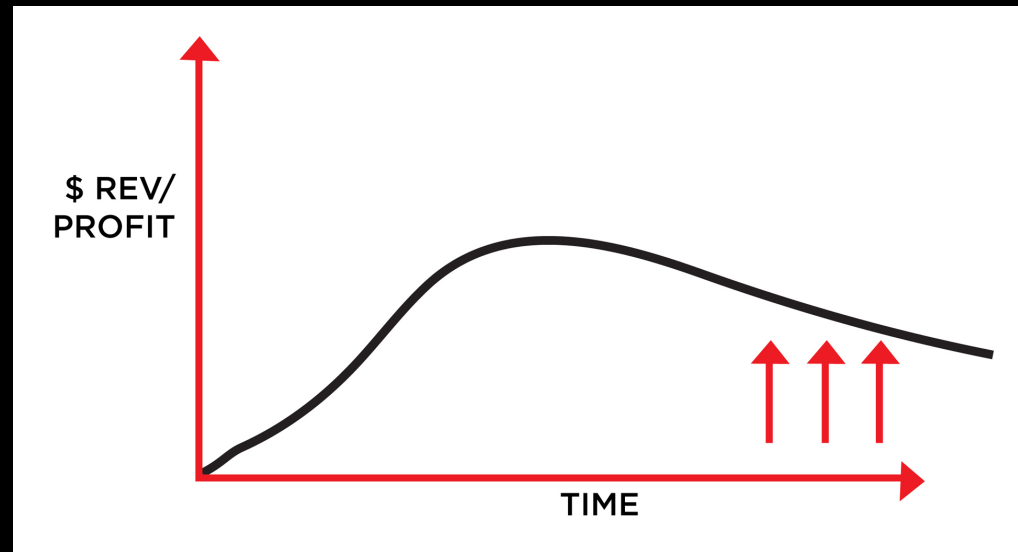


You Tube



Instagram

# HOW FAR CAN YOU STRETCH A BRAND?



BRAND REDESIGN

NEW BRAND UNDER EXISTING BRAND UMBRELLA

NEW BRAND LAUNCH











# THE BRAND – THE BRIEF

# WAR AND PEACE



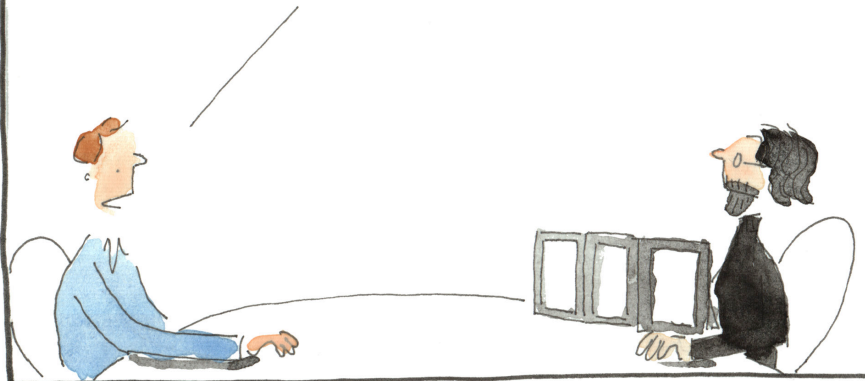


# GREEN EGGS & HAM

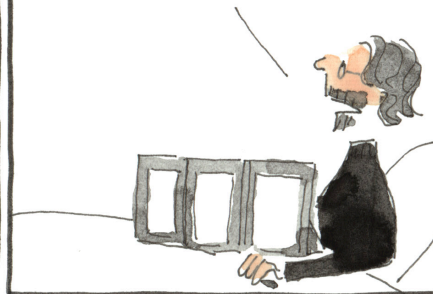
BRAND CAMP

by Tom Fishburne

I'M AFRAID THIS CREATIVE  
DOESN'T MEET THE BRIEF



WHAT BRIEF?  
YOU SENT A ONE-  
LINE TEXT...  
FROM A BAR



THAT'S WHY  
IT'S CALLED A  
"BRIEF"



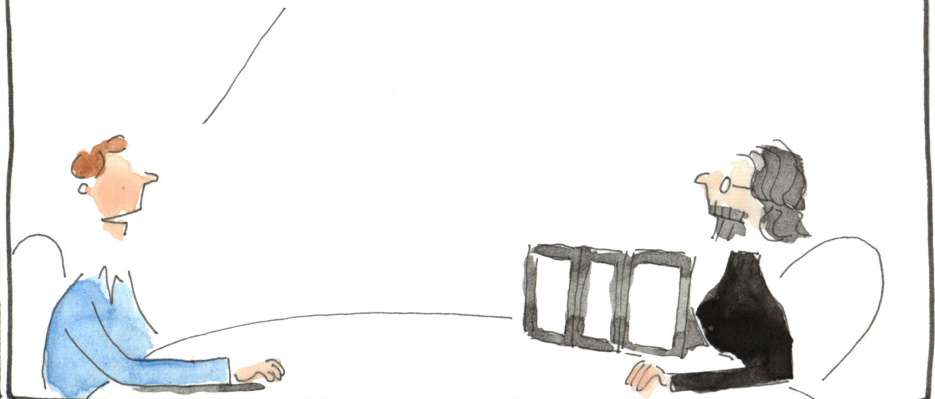
GUESSING WHAT  
THE CLIENT WANTS  
IS PART OF THE  
CREATIVE PROCESS



WHY EVEN  
BOTHR SENDING  
THE BRIEF?



SO THAT WE CAN BLAME YOU  
WHEN YOU DON'T MEET IT



©dall

MARKETOONIST.COM





QUALITY	_____	QUANTITY
SERIOUS	_____	PLAYFUL
TRADITIONAL	_____	MODERN
CLEAN / SIMPLE	_____	ELABORATE
AFFORDABLE	_____	EXPENSIVE
RAW	_____	ELEGANT
EVOLUTIONARY	_____	REVOLUTIONARY
FEARSOME	_____	FRIENDLY



INTRODUCING

# TRUVÉE™

FIND WHAT *matters most*  
*Ronan + Andrea McBride*



EST. 1999  
McBRIDE  
SISTERS

CENTRAL COAST  
*Chardonnay & Red Blend*



Two bottles of Truvée wine are shown in the bottom right corner. The one on the left is a green bottle labeled "TRUVÉE CHARDONNAY". The one on the right is a dark bottle labeled "TRUVÉE RED BLEND".





## BE A CHARACTER!

You know how to fit in, even while standing out. And you like your wine the same way. Caricature wines are bold, fruit-forward expressive wines for everyday drinking, grown and harvested on a fifth generation farm in California's Lodi Appellation. These are wines with character, just like you.

CARICATURE

# THE ROLE OF YOUR DESIGN TEAM PARTNER

ENGAGE

INVOLVE

EMPOWER

INTERCEDE

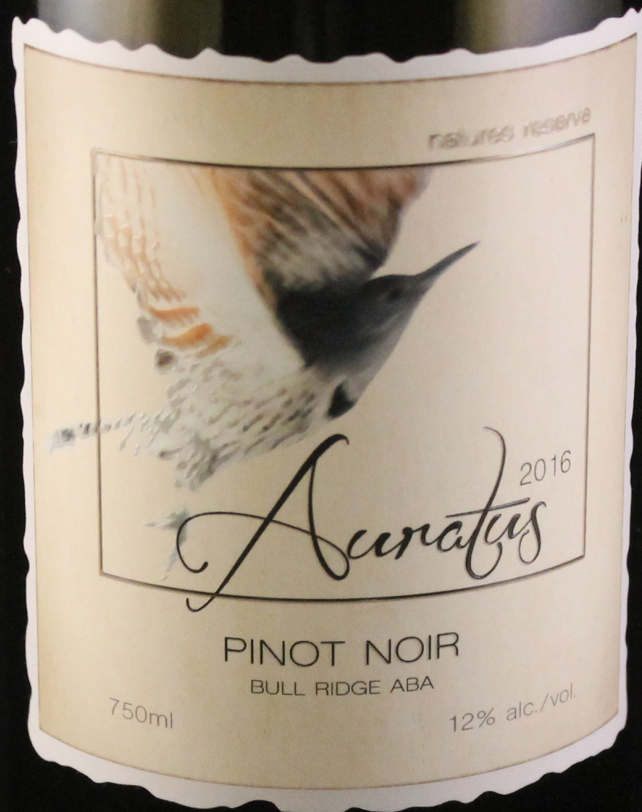
LABEL ELEMENTS

APPLIED ELEMENTS





















CHALLENGE THE DESIGN PROCESS PARADIGM

ALLOW GREATER BREADTH TO YOUR BRIEF

UTILIZE YOUR DESIGNER'S INDUSTRY KNOWLEDGE AND  
EXPERIENCE

ENGAGE YOUR DESIGN TEAM INTERNALLY

ENTWINE PACKAGE DECISIONS TO YOUR MARKETING GOALS



DYNAMIC PACKAGE DESIGN COMPELS  
ENGAGEMENT. IT SHOULD ACT AS THE  
CATALYST FOR A ROBUST AND  
COMPELLING CONSUMER MARKETING AND  
COMMUNICATION STRATEGY.