

Industry Sector: Beverages
Client: Four Winds Vineyard
Design Consultancy: Denomination
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denomination

The winds of change: how a radical rebrand rejuvenated a family winery



We have been overwhelmed by the response to the new label design. The business has been able to list its wines with a high profile, on-premise distributor which was a key objective of the project.

Sarah Collingwood, Four Winds Vineyard Business Manager.



2. Executive Summary



In 18 months
since rebrand

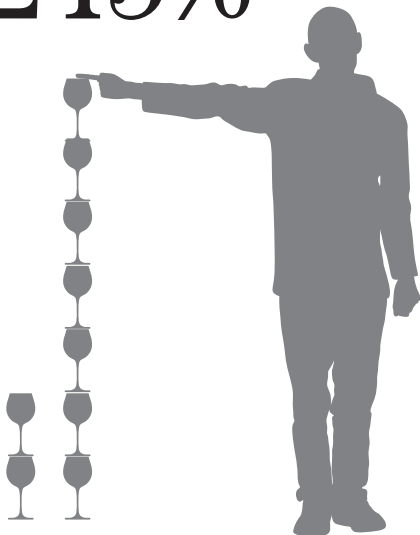
47.5%

Increase in
sales revenue

Four Winds Vineyard, a small family-owned winery outside Canberra, commissioned Denomination to update its branding and packaging in order to secure a distributor for the competitive Sydney market. The majority of consumers buy wine by the look of the label, so good design is crucial. For small wineries trying to compete against bigger well-funded wineries, the label is their only voice and it can make - or break - them. Four Winds Vineyards soon discovered the effectiveness of its new packaging. The redesign achieved the brief's objective to secure a Sydney distributor and more. 18 months later, the winery has experienced significant growth, a greater profile within the industry and with consumers, and is very much set up for continuing success. The subsequent positive effects on the business saw client Sarah Collingwood nominated for Owner /Operator of the Year by the Australian Women in Wine, as well as being chosen as a Future Leader by the Australian Wine Industry, both notable achievements in this highly competitive and crowded marketplace.

Cellar door
visitors
increased by

245%



Wholesale listings increased by
246%

Wine production up **170%**

11 new staff members



3. Project Overview Outline of project brief

“The brand is moving out of the local Canberra market and can no longer rely on the ‘local’ angle. The wine must now speak for itself. The brand needs a clear voice and defining personality to stand out. The packaging needs a cohesive style that shares our story and allows the wine to easily enter and be identified in the Sydney market.”

Excerpt from the brief to Denomination from Sarah Collingwood, Four Winds Vineyard Business Manager, 17 September 2015.



Summary of the Brief

- Significantly increase brand appeal and recognition to effectively compete in larger more competitive Sydney market
- Create packaging that is more in keeping with the boutique, single vineyard nature of the wines.
- Reflect the winery's modern, sustainable vineyard management and winemaking practices through a more progressive and contemporary personality
- Add authenticity by capturing the warmth and approachability of the family

3. Project Overview Description



Four Winds Vineyard is a family-run winery making premium single vineyard wines in the Canberra District, a wine region which is experiencing an uptake due to consumer interest in the more elegant style of cool-climate wines. The close proximity to Sydney meant there was great potential to attract visitors to the Four Winds winery, and in 2012 the business applied for a grant of \$110,000 to build a sustainable architecture cellar door. The majority of Four Winds wines were sold in their cellar door and to a small number of local retailers and restaurants. In 2015 investment in new winemaking equipment saw the vineyard’s biggest ever volume of grapes. As yield was growing the business needed to expand its market with a Sydney distributor. Feedback quickly identified the quality of wine was excellent, but the packaging did not reflect that quality and would not stand out in the competitive Sydney market.

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Along with a lack of premiumness, the label was not communicating the essence of the brand.

.....

Feedback from visitors at the cellar door identified what resonated with them was:

- The progressive “hands off” winemaking and sustainable viticultural practices;
- The authenticity behind the brand, seeing the vineyard, talking to the winemaker and family members;
- Knowing that their purchase was supporting local businesses and the local community.

The family acknowledged their packaging had to change, but they were keen to retain their current identity (shown below). For the packaging Denomination recommended a more revolutionary approach should be taken to achieve the objectives of the redesign.



3. Project Overview Overview of the market

2,468
wine producers

64%
of consumers
buy wine by
the label
appearance

Project briefing
09/2015

New packaging
released
01/2016

Australia now boasts one of the highest incidences of wine drinking on a regular basis of any country in the world, with almost 70% of Australian adults enjoying wine at least once a month.¹ In 2016 there were 2,468 Australian wine producers², and it is estimated the number of wine products on sale at a retail level is at least five times that amount. There perhaps is no other category in Australia - apart from books and music - where the consumer faces such an overwhelming choice.

The most lucrative target market amongst Australian Wine drinkers are 'Adventurous Connoisseurs'. With 36% of the market spend³ they are big drinkers both in the on and off-trade, enjoy experimenting, drink from a large repertoire and are generally professional, enjoying higher incomes. Adventurous Connoisseurs consume more niche varietals as well as more unusual countries and regions.

Denomination believed these sophisticated and cashed up consumers, who make a considerable part of the Sydney market, was the group the new packaging for Four Winds needed to appeal to.

Unlike other beverage alcohol categories, advertising for wine is low. In 2014, media spend for wine brands was only 7% of that for beer. As a result, wine relies heavily on the "advertising" that happens at shelf. With 64% of consumers trying a new product simply because the label catches their eye, the packaging design is crucial.⁴

With a small winery the challenge comes not only from the sheer volume of the competition, but also from lack of marketing budget. The high overheads involved in producing wine means there is little left over for marketing spend. For a small winery such as Four Winds, it was a significant investment to commission Denomination to redesign their brand. However, for an overall project fee of \$22,500 AUD, the results for Four Winds were almost immediate. The new packaging secured a Sydney distributor, significantly increasing wholesale listings. The packaging scooped four gold medals and the Supreme Champion Trophy in the 2017 Drinks International Wine Design Challenge. The win gave Four Winds a large amount of publicity, with front page news in local and Canberra newspapers and articles online. Visitor numbers and subsequent sales at the cellar door both increased significantly as consequence. To accommodate the increase in demand both from cellar door and Sydney sales, eleven new staff were employed.

In 18 months since the new packaging the sales turnover of the business has increased by 47.5% and gross profit by 132%⁵.

1. Wine Intelligence Australian Wine Report 2014

2. Winetitles Media Wine Industry Statistics 2016

3. Wine Intelligence Vinitrack 2015

4. AC Nielsen *Wine Buyers judge bottles by their Labels—how can brands stand out?* 2015

5. Four Winds Vineyard

4. Outline of design solution

Photographs posted on Instagram by the client expressed the brand beautifully.



Four Wind's current packaging did not reflect any of the ethos and personality of both the family or the winery. It was restrained, recessive, and lacked craft or small vineyard cues. However, the winery's Instagram page was doing it beautifully. The client Sarah Collingwood's evocative photographs of daily life on the vineyard embodied the essence of what Denomination felt Four Winds Vineyard was all about.

Our challenge was to redesign the packaging and brand identity to tell the Four Winds story as beautifully as their Instagram did. Feedback from visitors to the cellar door was overwhelmingly about the down-to-earth authentic nature of the winery and the friendliness and approachability of the family. We felt that the images Sarah took were so personal and evocative that we recommended the packaging featured her photography. We wanted Sarah to capture windy days on the vineyard: each wine would feature a different image, with wind as a theme bringing the brand name to life. The different images also gave each varietal its own personality, moving away from the more corporate 'blanket look' of larger wineries. The resulting images were delightful, with a low key charm which perfectly expressed the small, boutique family nature of the vineyard. They would also appeal to the Adventurous Connosseurs we were targeting. We recommended digital printing, enabling up to six labels on one digital run, a more cost effective method than the traditional label printing the client was using. We also upgraded the paperstock to give the label a more premium tactile feel. Despite the original brief of keeping the current identity, we recommended that the brand identity should be also updated to a more recognisable and contemporary icon (left) that could be used on capsule tops, as a back label endorsement and for cartons and winery signage.







5. Summary of results

47.5% Increase in sales revenue over 18 months since rebrand



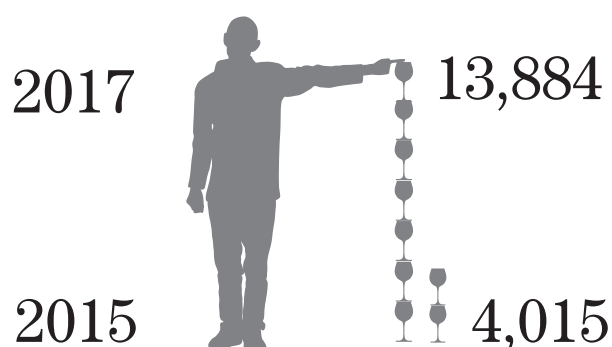
246% Increase in wholesale listings since rebrand



135.5% Increase in Gross Profit over 18 months since rebrand

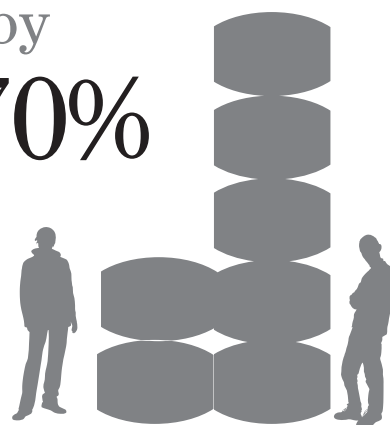


245% Increase in cellar door visitors



Wine production up by

170%



5. Summary of results (continued)

Four Winds Vineyard's new packaging won four gold medals and the 2017 Supreme Champion for Wine Packaging by Drinks International magazine.

The win was picked up by both local and interstate media in print and online.



573,000 }
audience reach⁶



3,300 }
readers per issue⁷



Article from Australia's leading wine writer Huon Hooke who has large Sydney readership of the target consumer for Four Winds

1,500,000 }
online visitors annually⁸



6. The Canberra Times Enhanced Media Metrics Australia July 2016

7. Yass Tribune Enhanced Media Metrics Australia July 2016

8. Tourism ACT ATDW

5. Summary of results (continued)

The client's personal profile has also increased in the industry since the relaunch

Canberra winery owner named finalist in the Australian Women in Wine Awards

Sarah Collingwood
was nominated for the 2017
Owner/Operator of the Year by
the Australian *Women in Wine*
Awards,



Chosen from a highly competitive
field, Sarah was recognised as a 2017
Future Leader by Wine Australia and
the Australian Winemaker's
Federation.



6. Other influencing factors

Four Winds Vineyard has always used social media to promote its business. However the results in this report were achieved on the strength of the label change alone. There were no other marketing activities, price reductions or product changes.

7. Resources

Four Winds Vineyards
Wine Intelligence Australian Wine Report 2014
Winetitles Media Wine Industry Statistics 2016
Wine Intelligence Vinitrack 2015
AC Nielsen Wine Buyers judge bottles by their Labels—how can brands stand out? 2015
Enhanced Media Metrics Australia July 2016
Tourism ACT
Australian Women in Wine Awards 2017
Wine Australia