

BLADEN

HAND-CRAFTED WINES



Client – Bladen Wines Marlborough New Zealand

Project brief

Improve the performance of a well established Marlborough wine business.

Result

Reinvigorated Bladen brand by developing new brand presentation and underlying brand architecture. New distributors secured in NZ and Australia.

Process

Critically reviewed marketing and sales approach, including business objectives, sales performance, business structure, strategic planning, brand health and product offer

Identified key issues

Developed the Bladen brand strategy:

Defined the brand persona, core values, vision and brand stories

Developed new Bladen brand presentation

Selected design and communications partner(s)

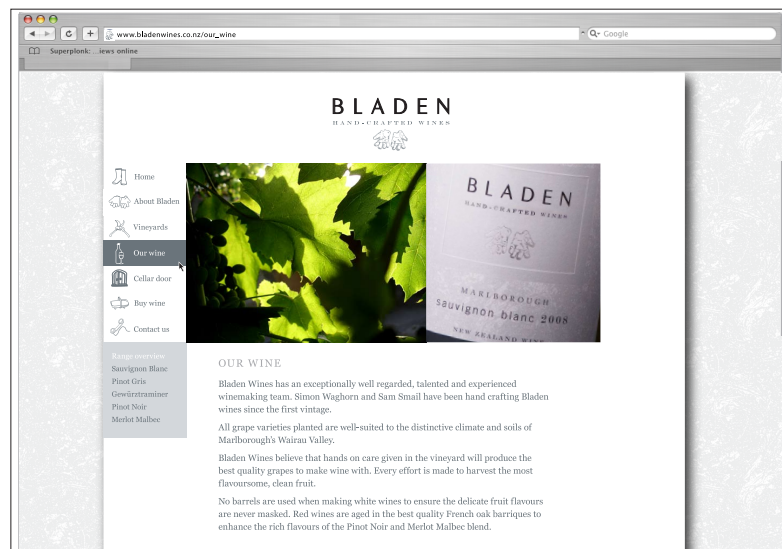
Created brand presentation themes across media

Produced individual brand elements, packaging, collateral, website

Directed packaging and website designer Creative Practice and web builder Gardyne Holt

Developed 5 year Strategic Marketing Plan

Engaged NZ distributor



<http://www.bladen.co.nz/>