



## Client – Lincoln Wines Auckland New Zealand

### Project brief

Improve the business performance of a 70 year old pioneering West Auckland wine business

### Result

Developed and launched new Distant Land brand to replace Lincoln  
Distant Land very well received in key international markets

### Process

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

Identified key issues

Retired the Lincoln brand

Developed new brand – Distant Land

Developed the Distant Land brand strategy:

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

Selected design and communications partner(s)

Created Distant Land brand presentation themes across media

Produced individual brand elements, packaging, collateral and website: [www.distantland.co.nz](http://www.distantland.co.nz)

Directed packaging and website designer Creative Practice and PR consultant Helen Williamson

Launched Distant Land in New Zealand

Developed 5 year Strategic Marketing Plan

