

## Client – Domain Road Central Otago New Zealand



### Project brief

Improve the performance of a new Bannockburn, Central Otago wine business.

### Result

Reinvigorated Domain Road brand by developing new brand presentation and underlying brand architecture. National New Zealand distributor appointed

### 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 Domain Road brand strategy:

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

Developed new Domain Road brand presentation

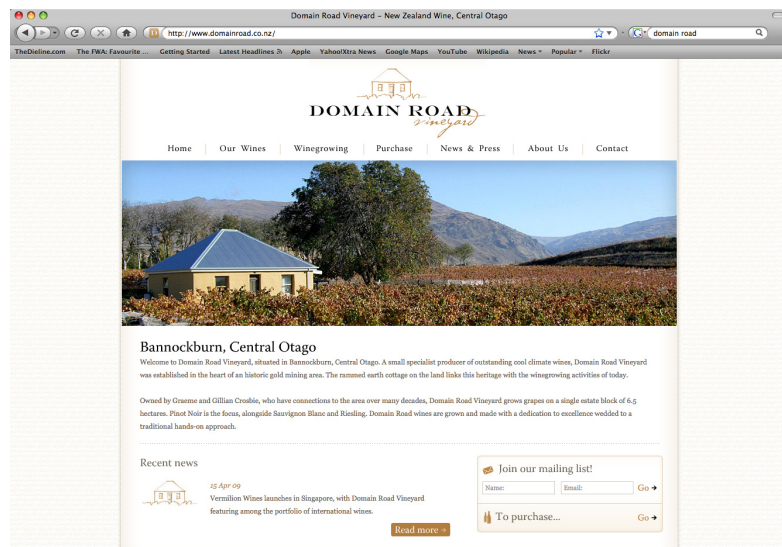
Selected design and communications partner(s)

Created brand presentation themes across media

Produced individual brand elements, packaging, collateral, website

Directed packaging and website designer Creative Practice and web builder Gravitare

Developed 5 year Strategic Marketing Plan



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